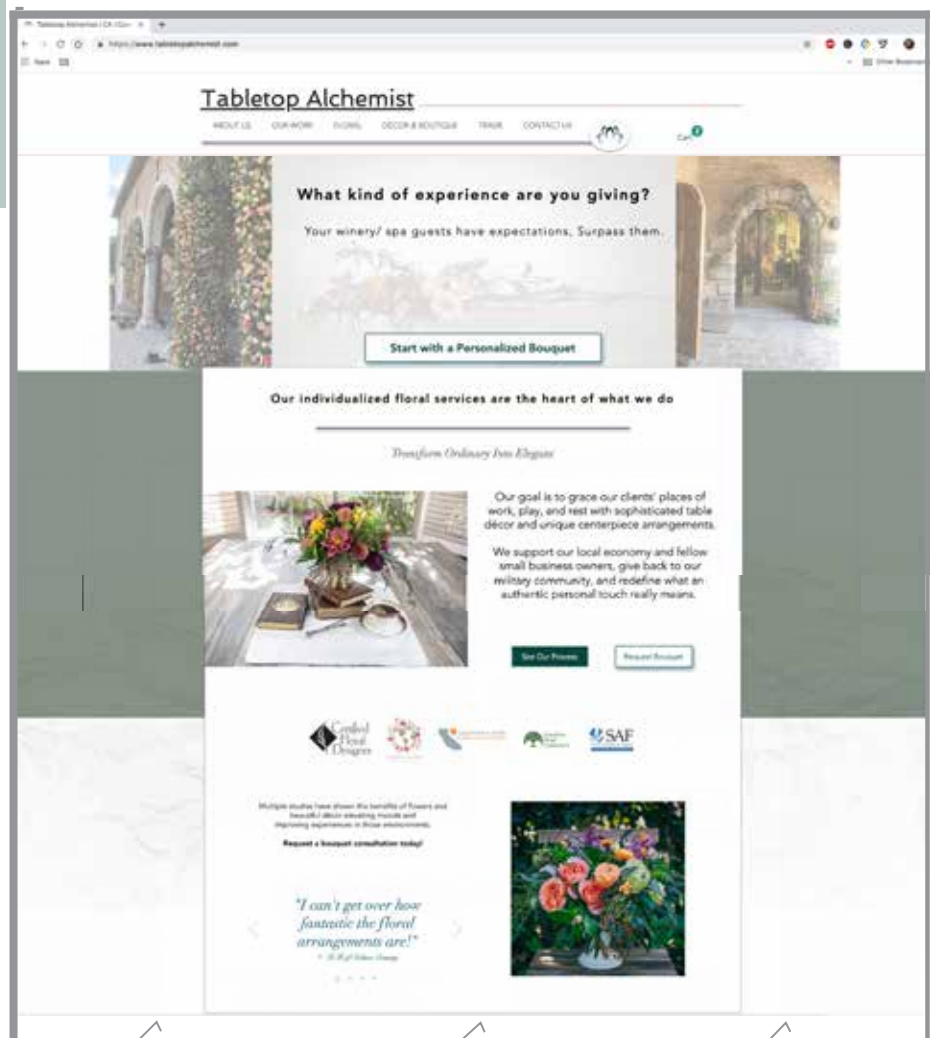


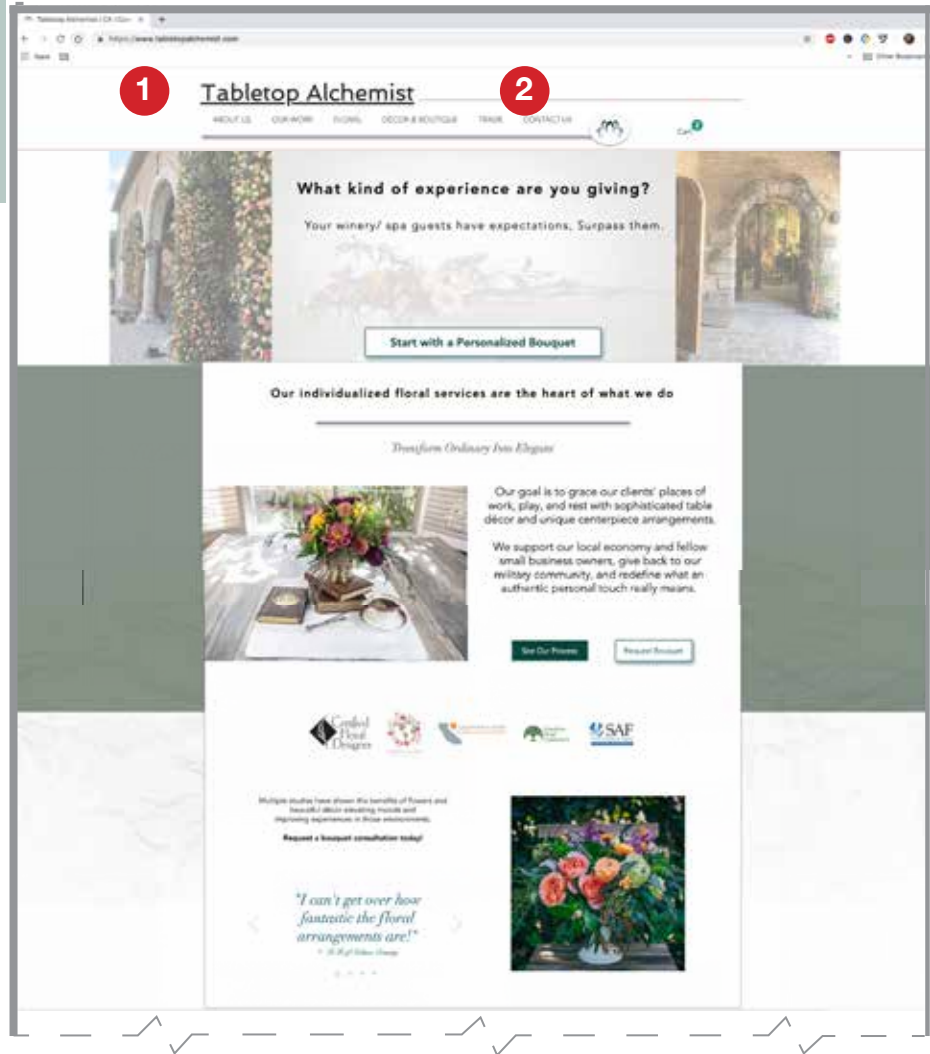


# Wireframes

**Site concepts and user flow in high fidelity**







## Old Home/Landing User Flow Paths: All

### Known Click Path

*Though the website was well received by the users, it did not generate a conversion transaction rate through the website itself.*

- 1 -Users would arrive on the landing home page and scroll up and down the page. They would click on the About Us, Our Work, Floral, Decor & Boutique pages before leaving the site.
- 2 -Users that were interested went to the Contact Us page directly.

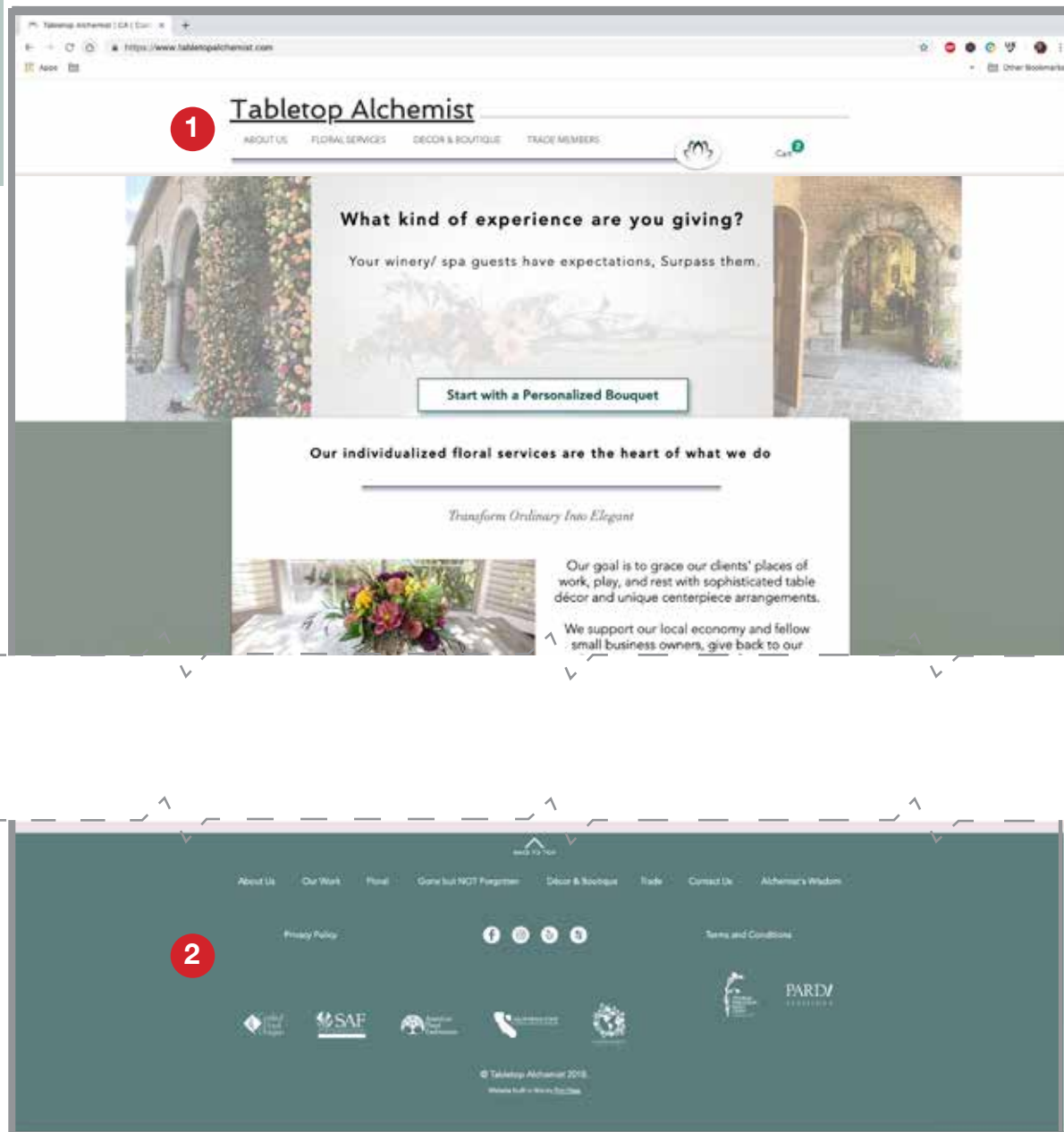
## Old Home/Landing User Flow Paths: All

### Known Click Path: What will we change?

With users visiting the site and getting a great impression of the business, the lack of conversion clicks is concerning. It is possible that the sites current/old landing/homepage was very successful in creating the emotional connection with the user, but the call to action was not strong enough above the fold to convert that traffic. Some changes will need to be made starting with wireframe and user flow exploration via the information that we have collected from our research.

- 1 -**Some content will be kept the same, such as the footer and headline contents** (grammar and spelling errors will and should be fixed.)
- 2 -**Navigation bar links** will be condensed.
- 3 -**New landing/home page above the fold** layouts should be explored to see if this is where the problem is.
- 4 -**New landing/home full page** concepts to be explored as well to see if the landing page was overwhelming users with too much information.
- 5 -**New pages will entirely be added**, such as the Greenhouse, community pages, and FAQ
- 6 -**Floral page will be renamed to Floral Services and will be reformatted** to help users understand expectations and act on the call to action.





## All Pages:

### “Stuck” Header and Footer

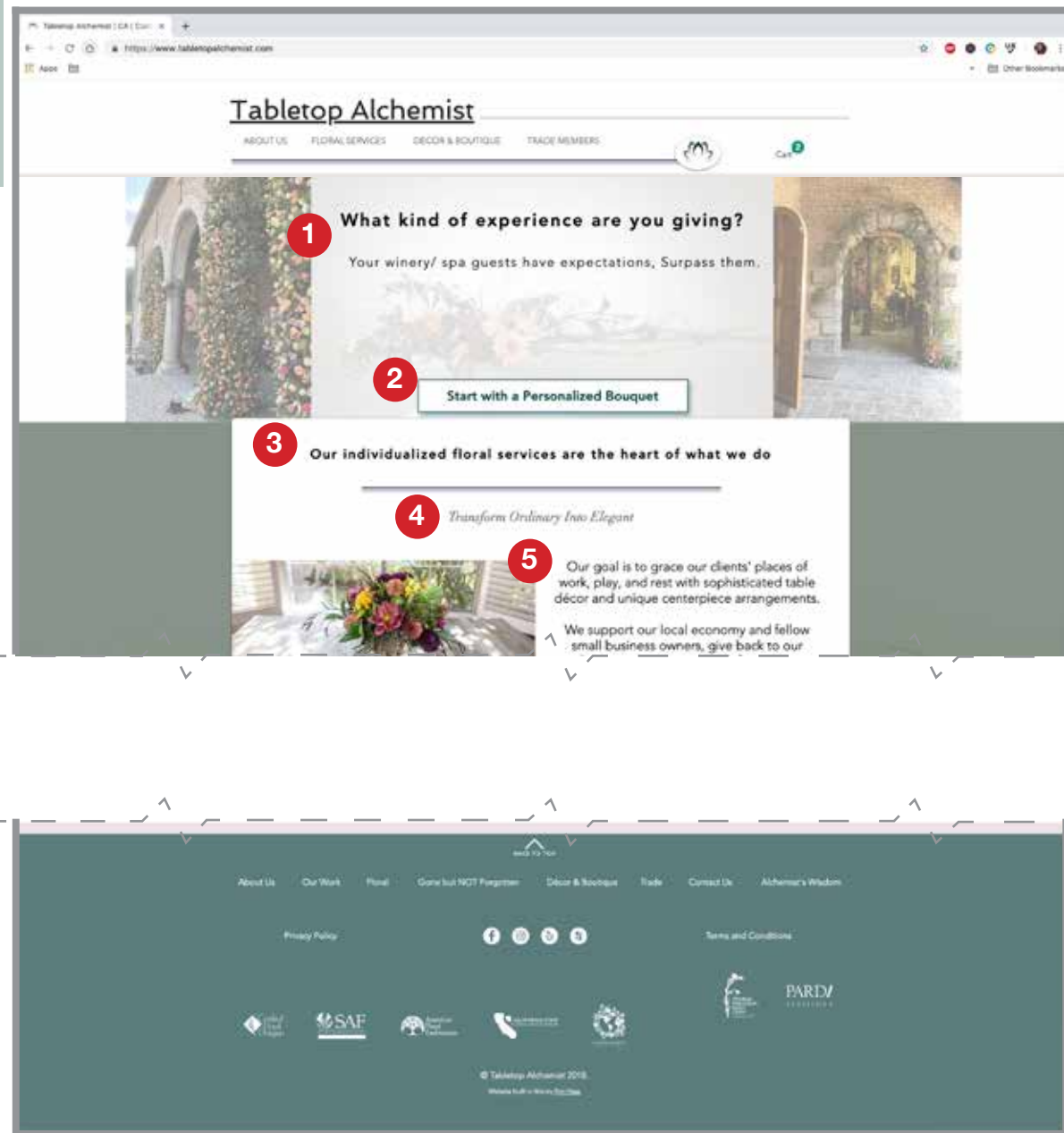
- 1 **The Header contains:**
  - The **company name** and **logo** which both navigate/ link back to the home/ landing page.
  - **Boutique cart icon** that links to wix pre-made checkout ecommerce page.
  - Navigation bar/ menu links to pages: **About US, Floral Services, Decor & Boutique, Trade Members**
- 2 **The Footer contains:**
  - **Quick links** to pages of higher interest/ special feature pages.
  - **Icons to social media links.**
  - **Badges of Floral Memberships** to support the authenticity and validity of the business and services.
  - **Logos of authorized dealers** to support and promote our business partners and encourage sales of those items.
  - **Copyright mark** and year site was last updated.
  - **Website designer credit** with link to designers Linked-in.

## Old Home/Landing Page:

### Above the Fold

#### Above the Fold contains:

- 1 - **Inquisitive headline statement** and **call to action catch line** to capture interest and entice conversion rates using specific micro-copy formulaic methods of value supporting language (What and 'Why') and retention word count perimeters.
- 2 - **Call to action button:** Links to a popup/ lightbox that enables users to enter data into a form requesting floral services.
- 3 - **Supporting headline company statement.** Reinforces Inquisitive headline statement and call to action while giving a progressive disclosed insight of what services are offered.
- 4 - **Company tag line.** Gives more support to headline statements and type of services offered in a progressive disclosure manner.
- 5 - **Paragraph** elaborating on some of the businesses details. Subtly encourages user scrolling down the rest of the page.



## Home/Landing Concept Page 1:

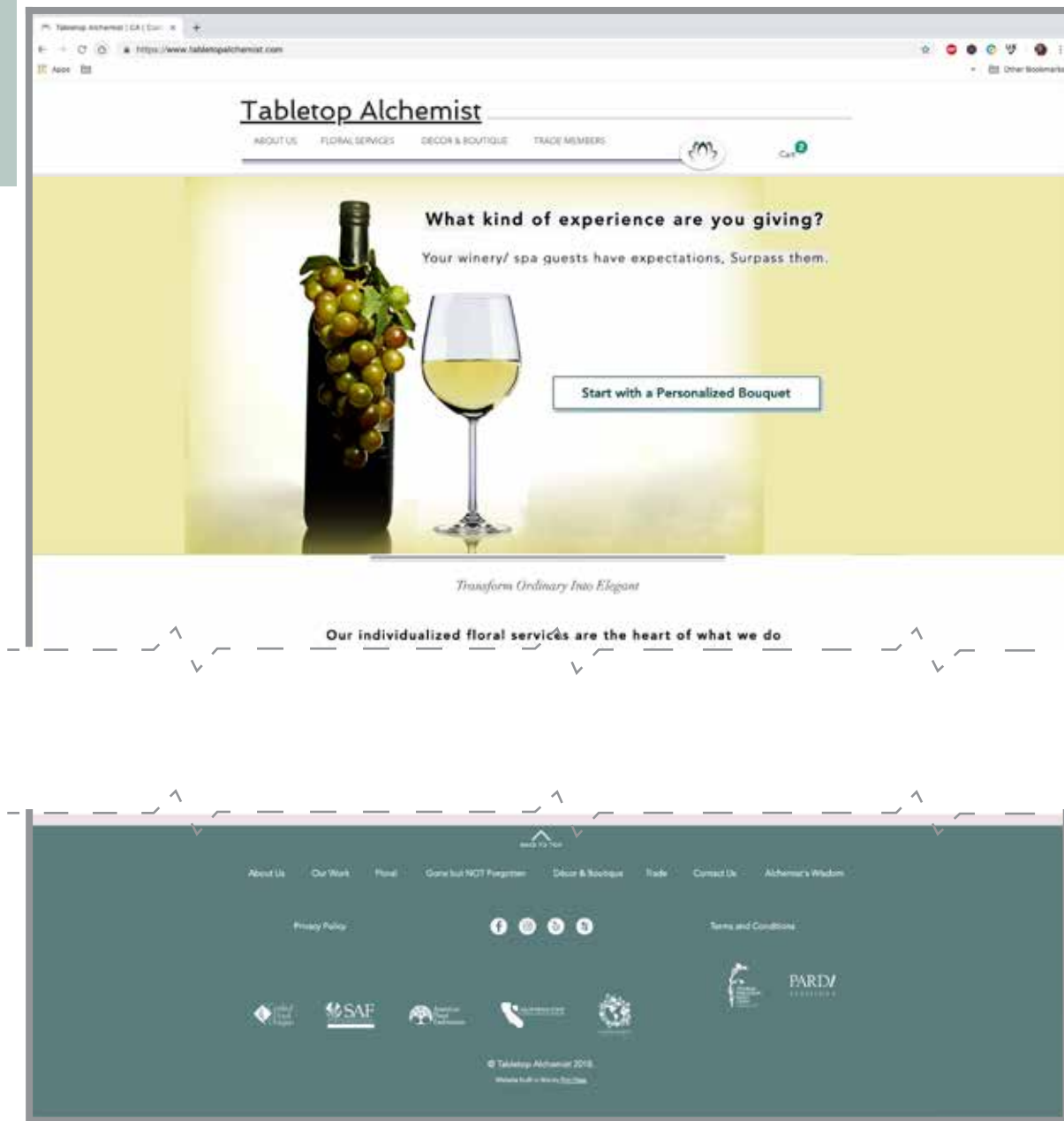
### Above the Fold

***We know our users guests are there for the wine. But the wine by itself can be boring. Let's prove that through imagery.***

Curved vertical hierarchy with distinct contrasts, the Inquisitive headline statement, call to action headline and call to action button are highlighted and dominant.

The content text creates an arch that moves the reader through the page. It tells a little bit about the story without overloading. It creates a happier, but curious emotion to give context and emotional value to the text.

Supporting headlines hint progressive disclosure of company's services and encourage scrolling.





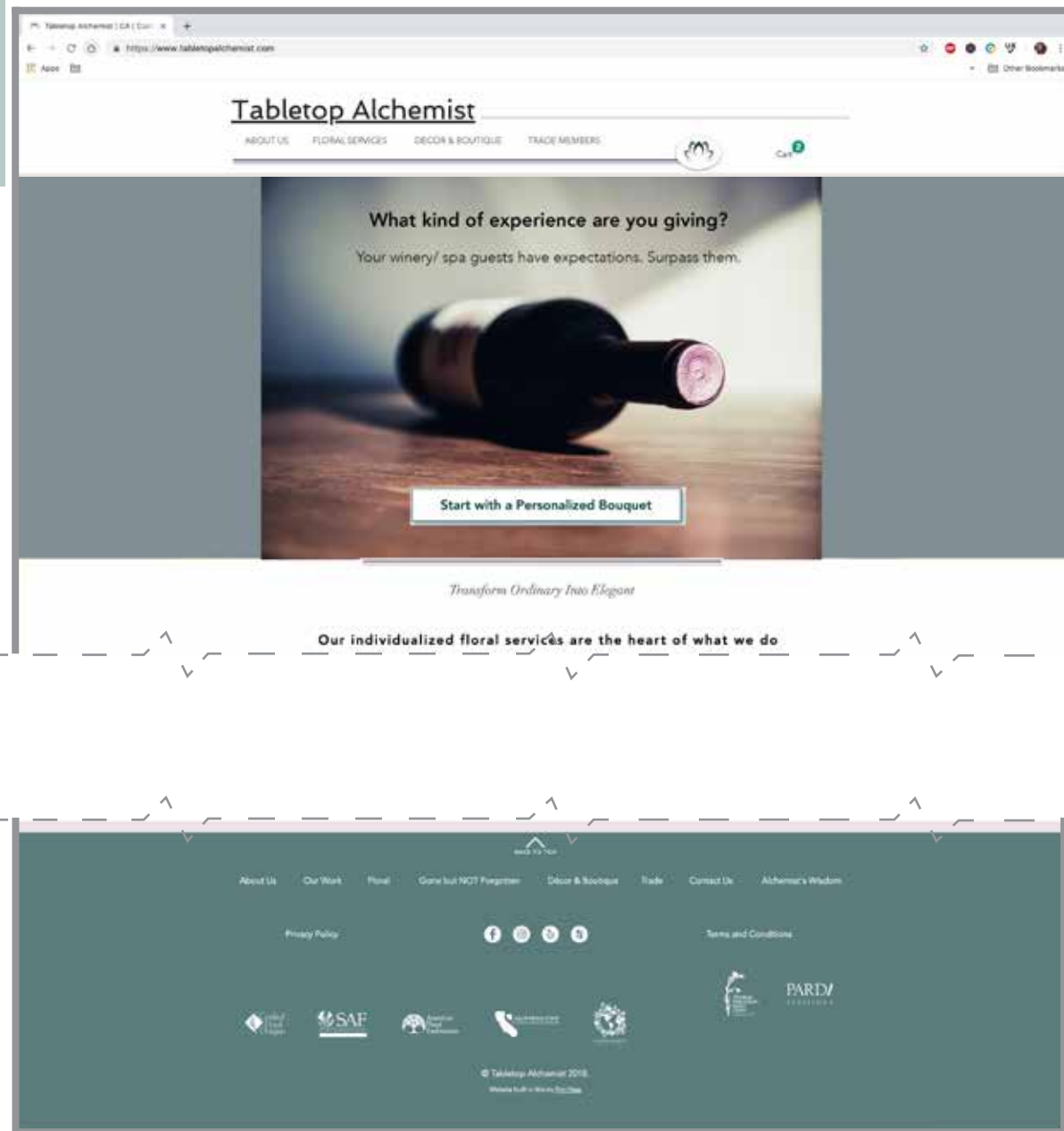
## Home/Landing Concept Page 2:

### Above the Fold

More direct and linear vertical hierarchy with distinct contrasts, the Inquisitive headline statement, call to action headline and call to action button are highlighted and dominant.

The darker image sets mood and supports foreshadowing of the brands sophistication. The image is not quite brooding, but it feels lonely. (Flowers could perk it up, using a bit of psychology with mood and colors of this image will hope to entice users to want to purchase flowers for that pick up and make that bottle of wine feel less lonely.)

Supporting headlines hint progressive disclosure of company's services and encourage scrolling.





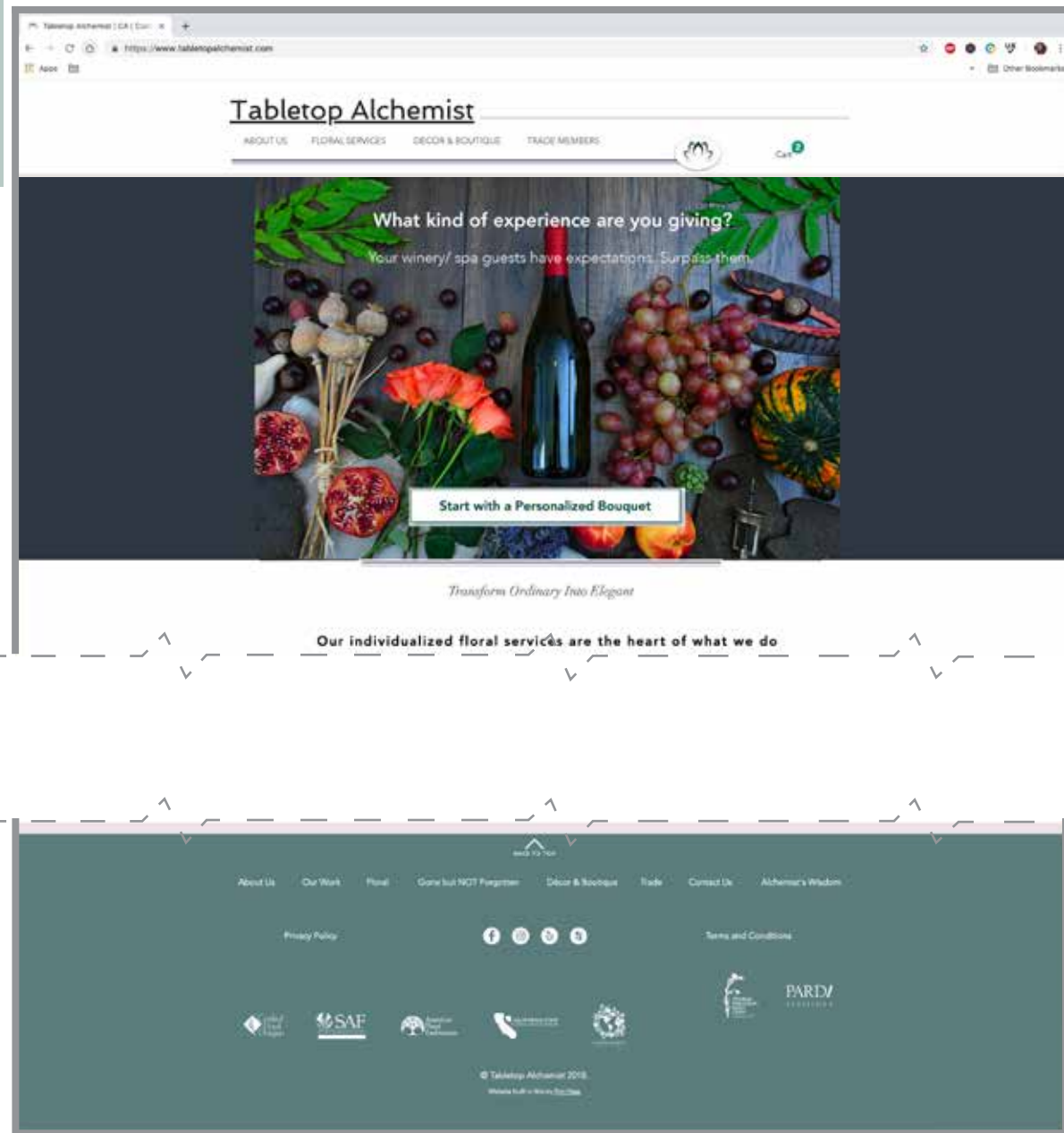
## Home/Landing Concept Page 3:

### Above the Fold

Direct and linear vertical hierarchy with distinct contrasts, the Inquisitive headline statement, call to action headline and call to action button are highlighted and dominant.

The darker image sets high contrast, it feels more friendly and also chaotic. Image may be too busy to have users give full attention to the text, however they may feel comfort in the familiarity of the chaos this image portrays. Thus creating trust by familiarity.

Supporting headlines hint progressive disclosure of company's services and encourage scrolling. However the high contrast of the image may lose users' interest to scroll down if they do not convert on the call to action button.

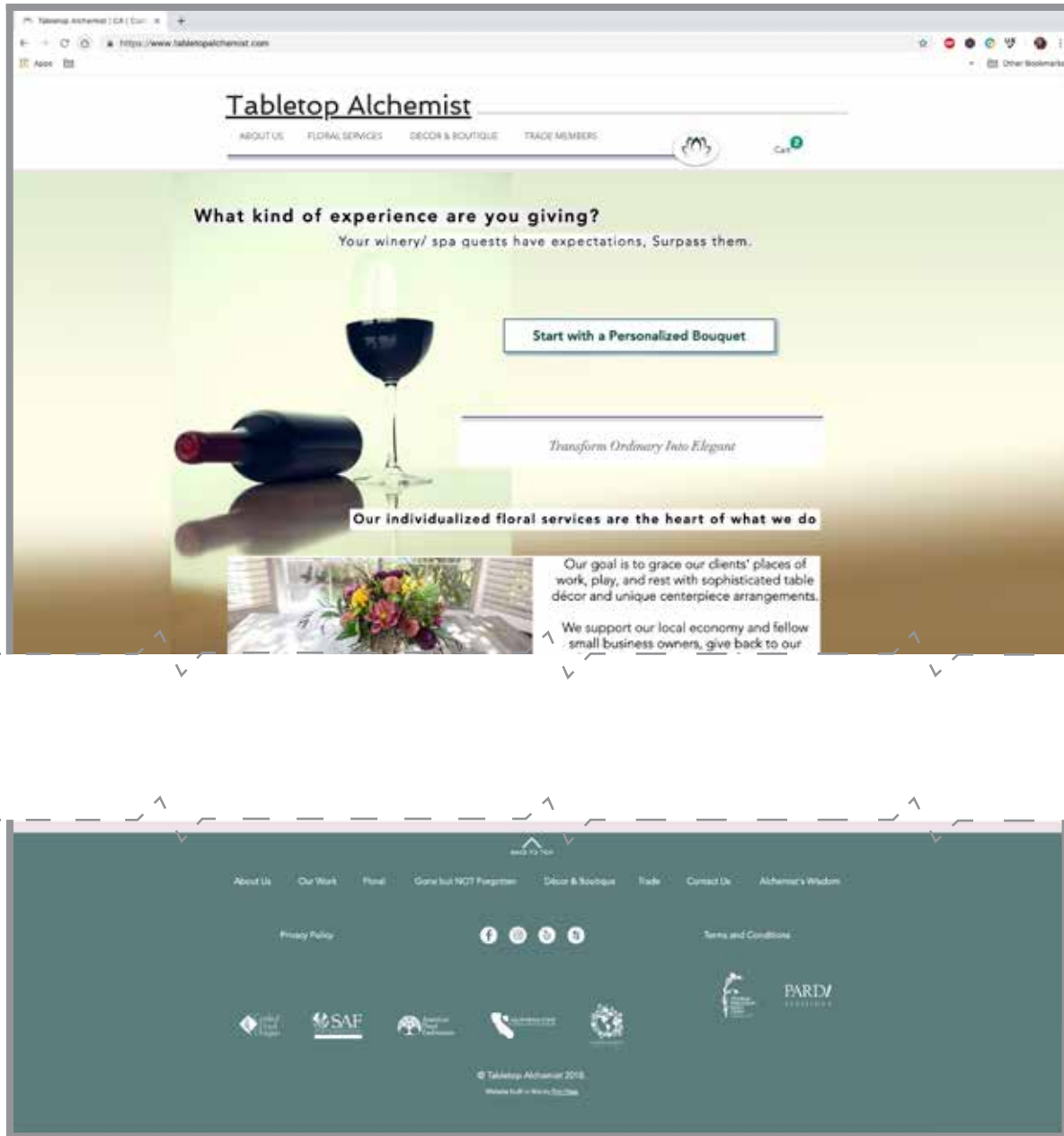


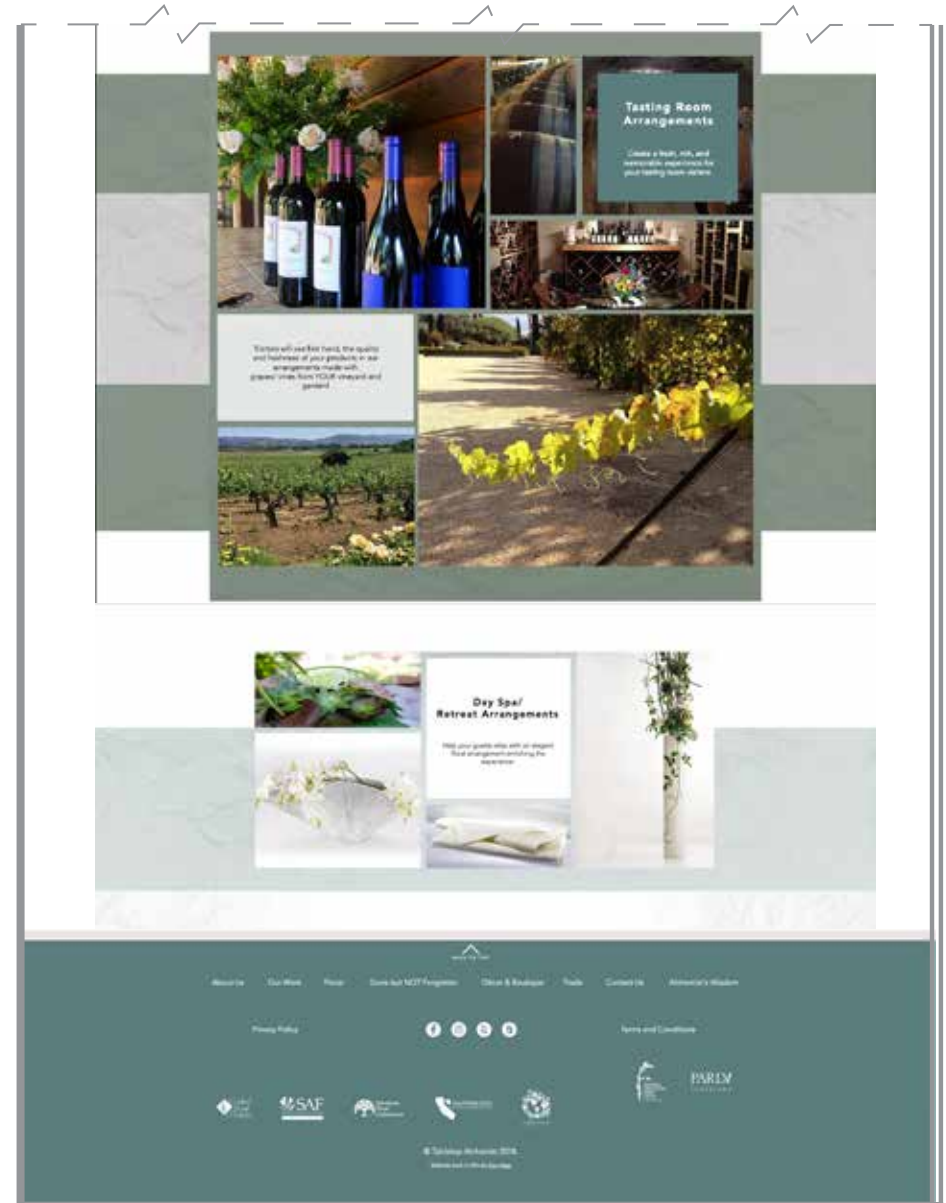
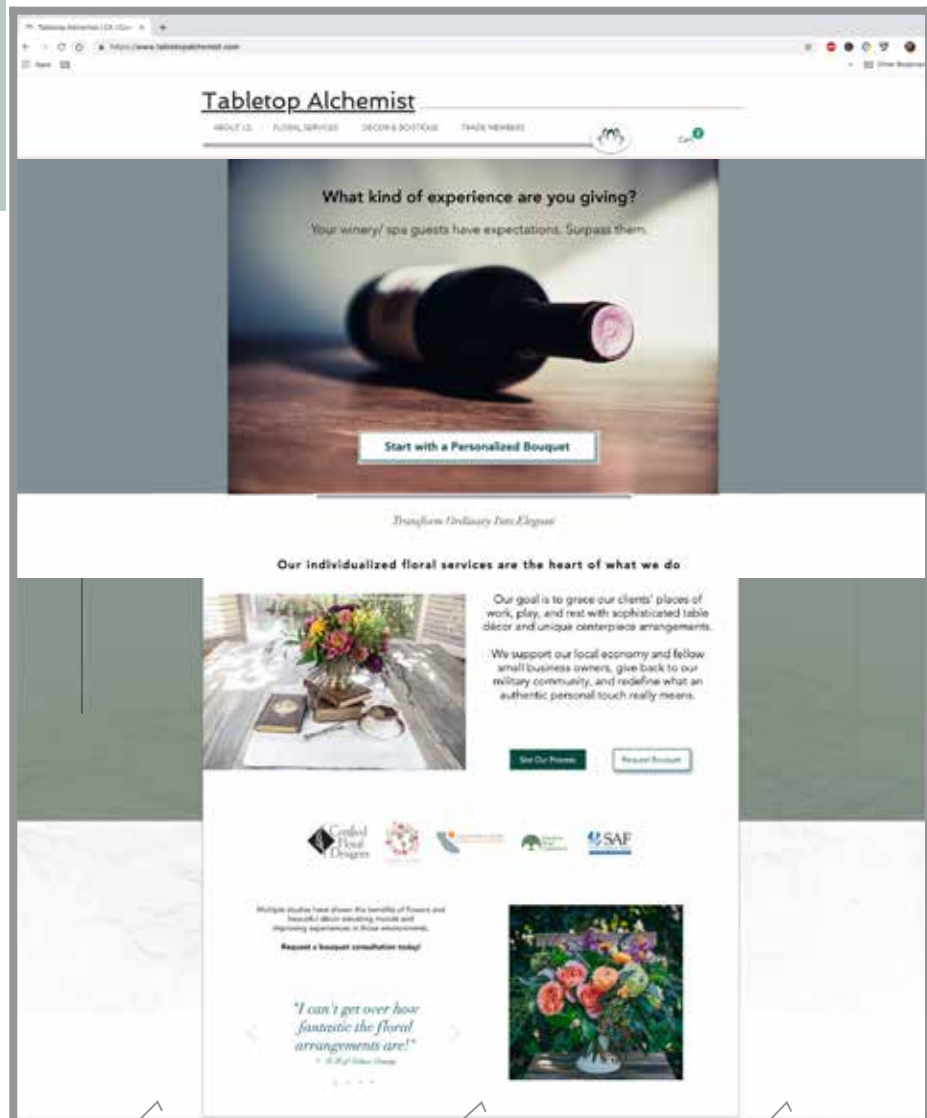
## Home/Landing Concept Page 4:

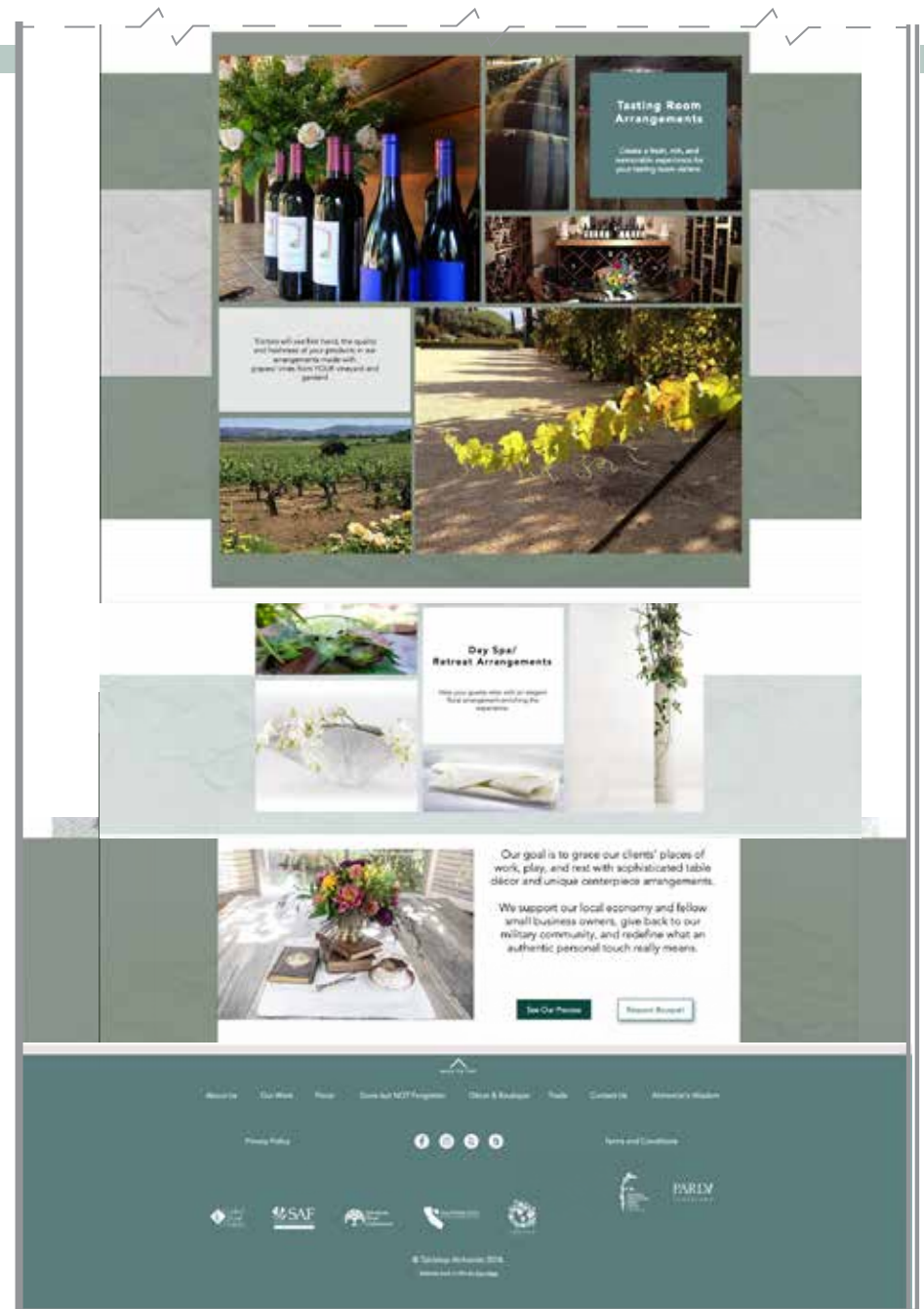
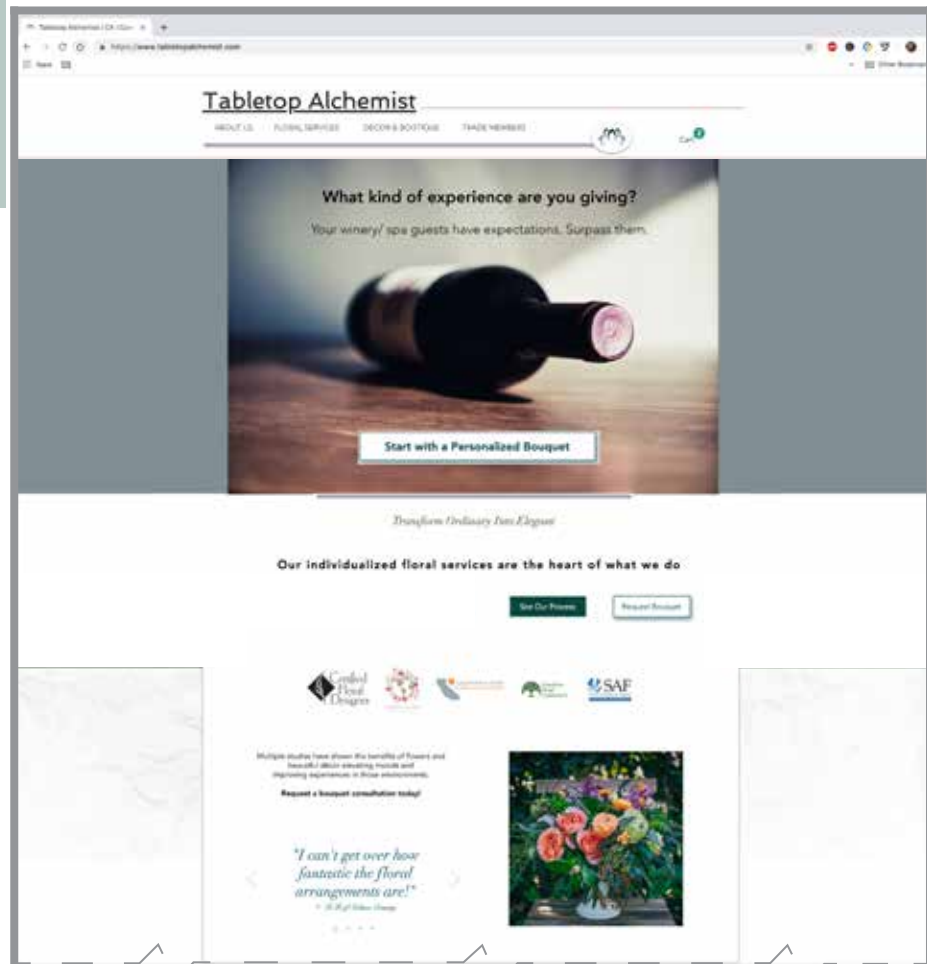
### Above the Fold

Curved vertical hierarchy with contrast. The call to action button is highlighted and most dominant in this layout.

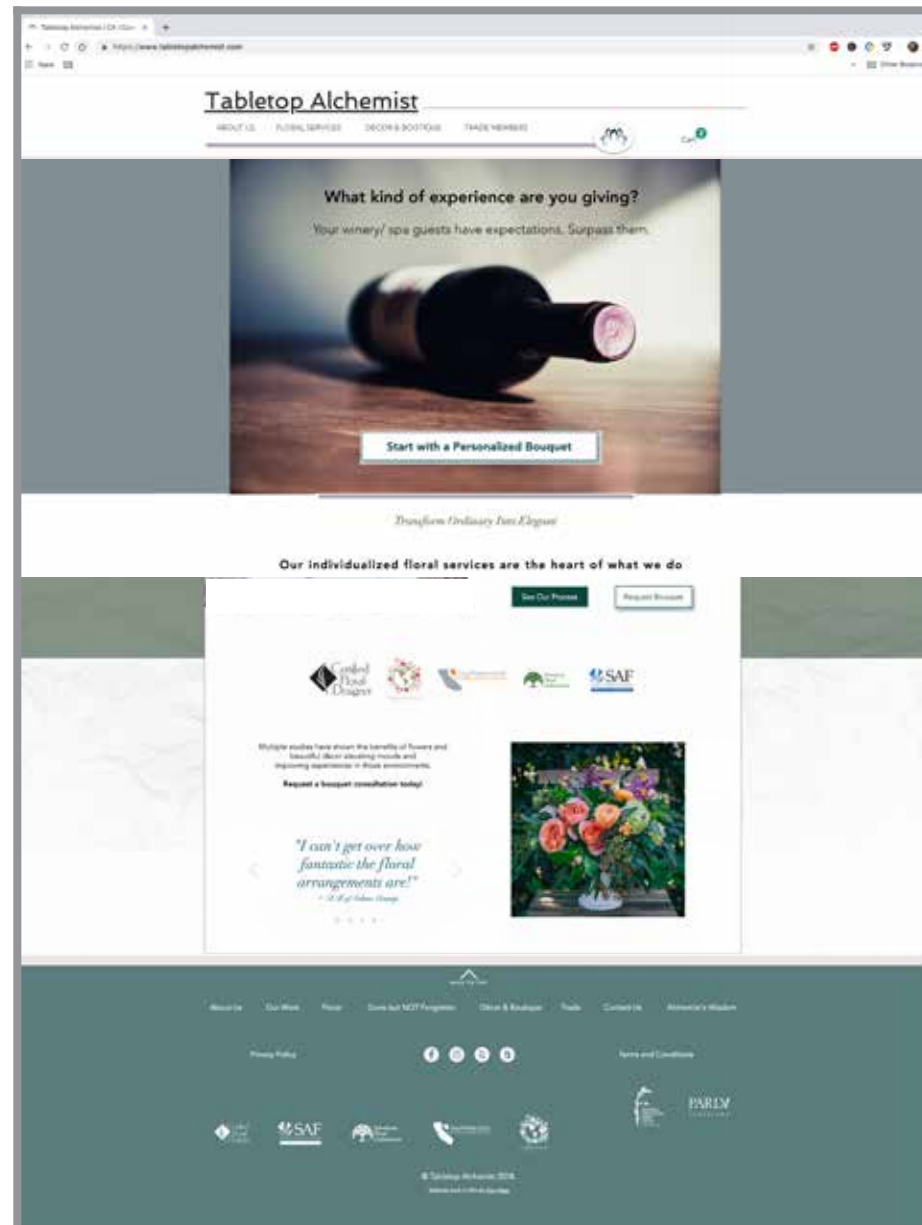
The content text creates an arch that moves the reader through the page. However it feels more busy and cluttered than the previous concepts with the paragraph added in.

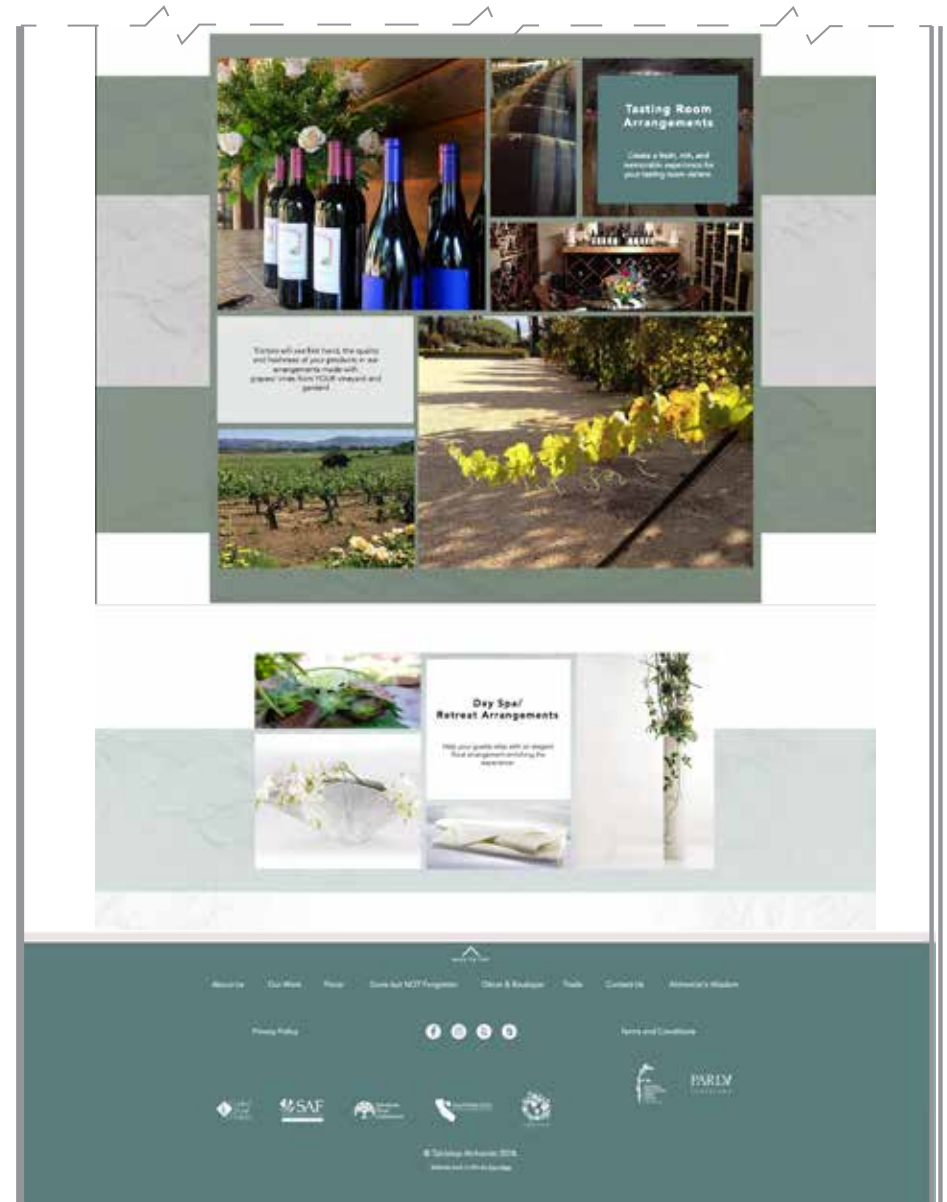
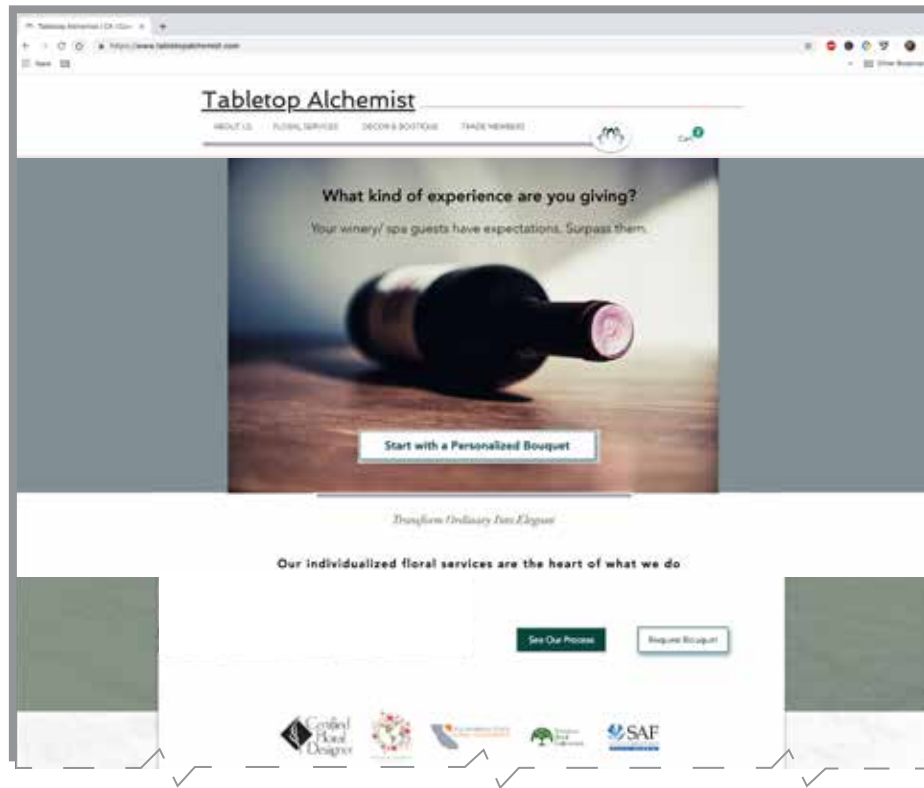


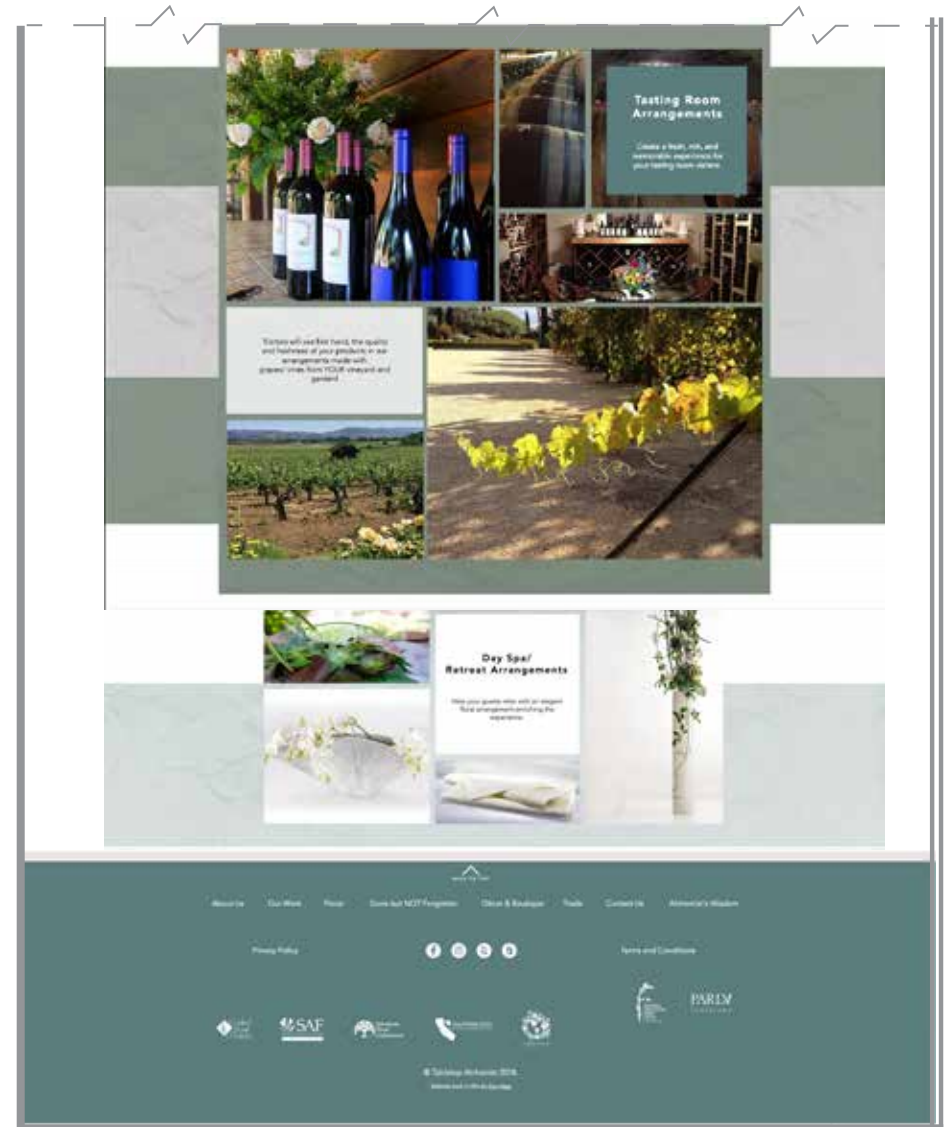
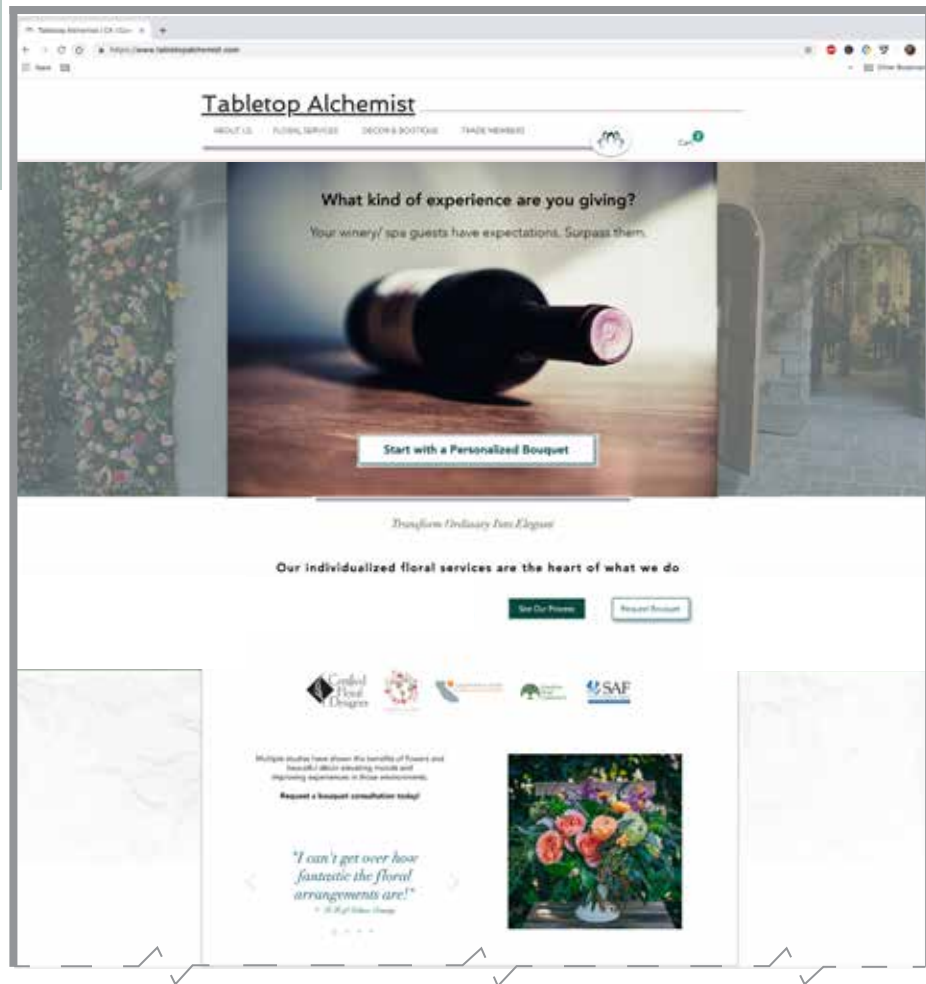


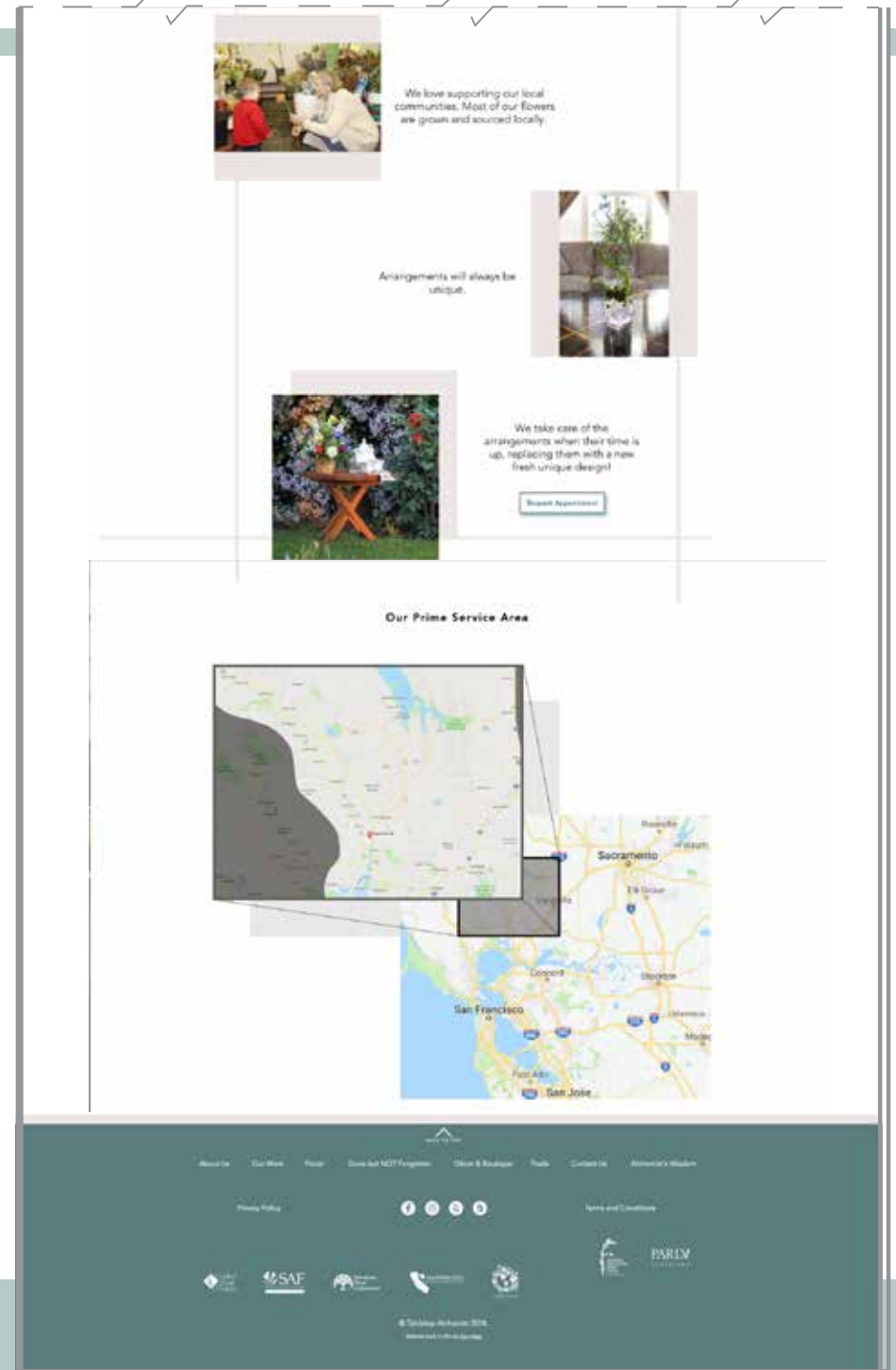
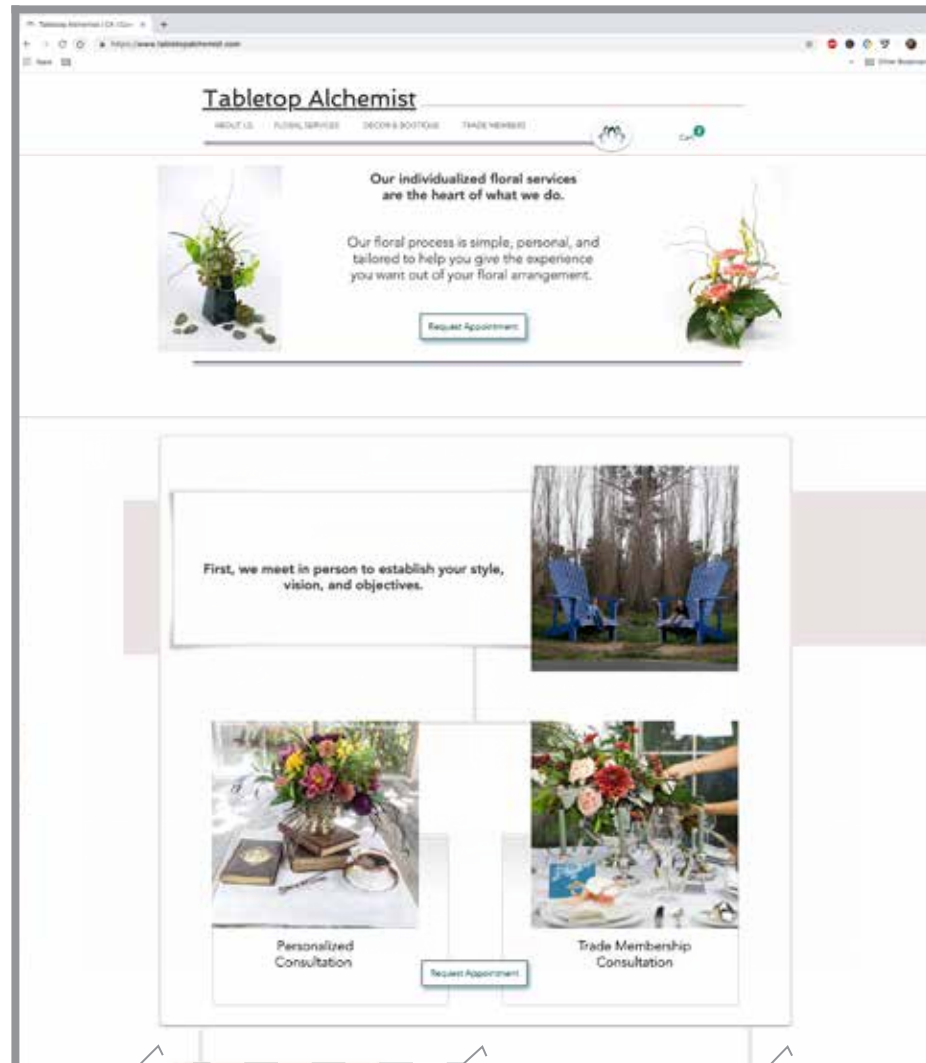




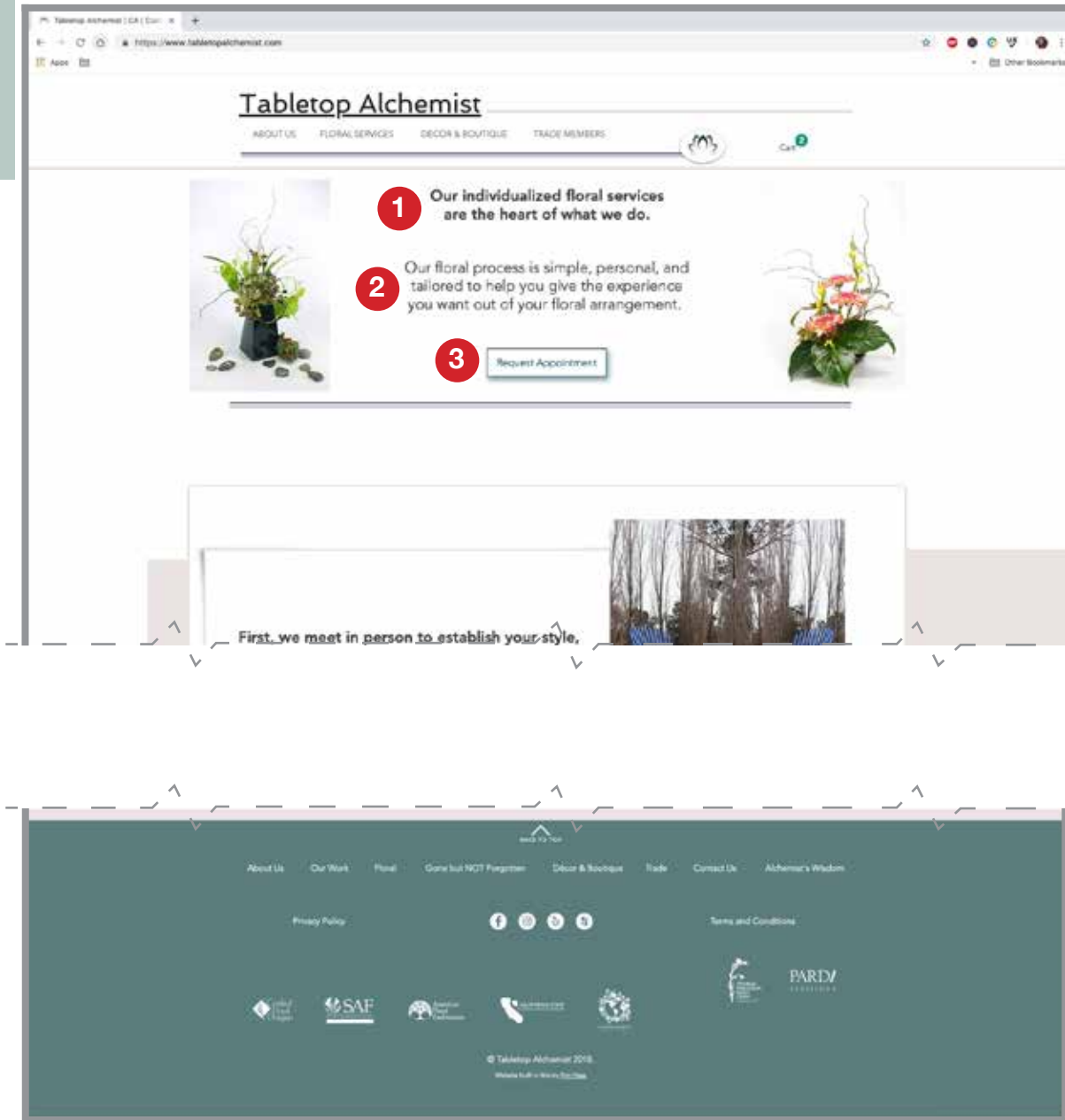












## Old Floral Services Page:

### Floral Services Above the Fold

#### Above the Fold contains:

- 1** - **Headline** is repeated from the landing page here to confirm what the company's main services are.
- 2** - **Paragraph** to set the users expectations of the page and services. Trust building.
- 3** - **Call to action button:** Links to a popup/ lightbox that enables users to enter data into a form requesting floral services.



Our floral process is simple, personal, and tailored to help you give the experience you want out of your floral arrangement.



We support our local economy and fellow small business owners, give back to our military community, and redefine what an authentic personal touch really means.

A photograph showing two people sitting on large, blue, high-backed Adirondack chairs in a wooded area. The chairs are positioned on a grassy clearing, and the background is filled with tall, thin trees. The scene is peaceful and suggests a quiet moment in nature.

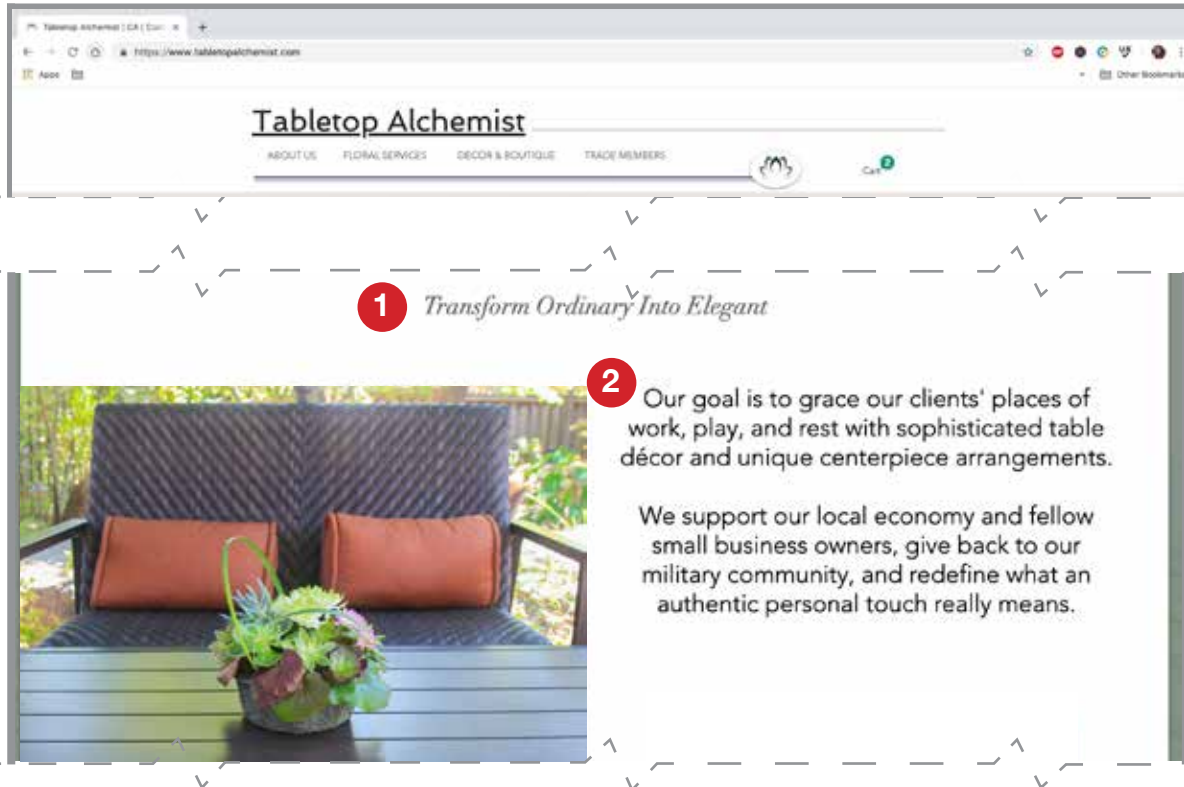


A small wooden table with a vase of flowers and a white cat sitting on it.

## New Floral Services Page:

### Info Paragraph Block

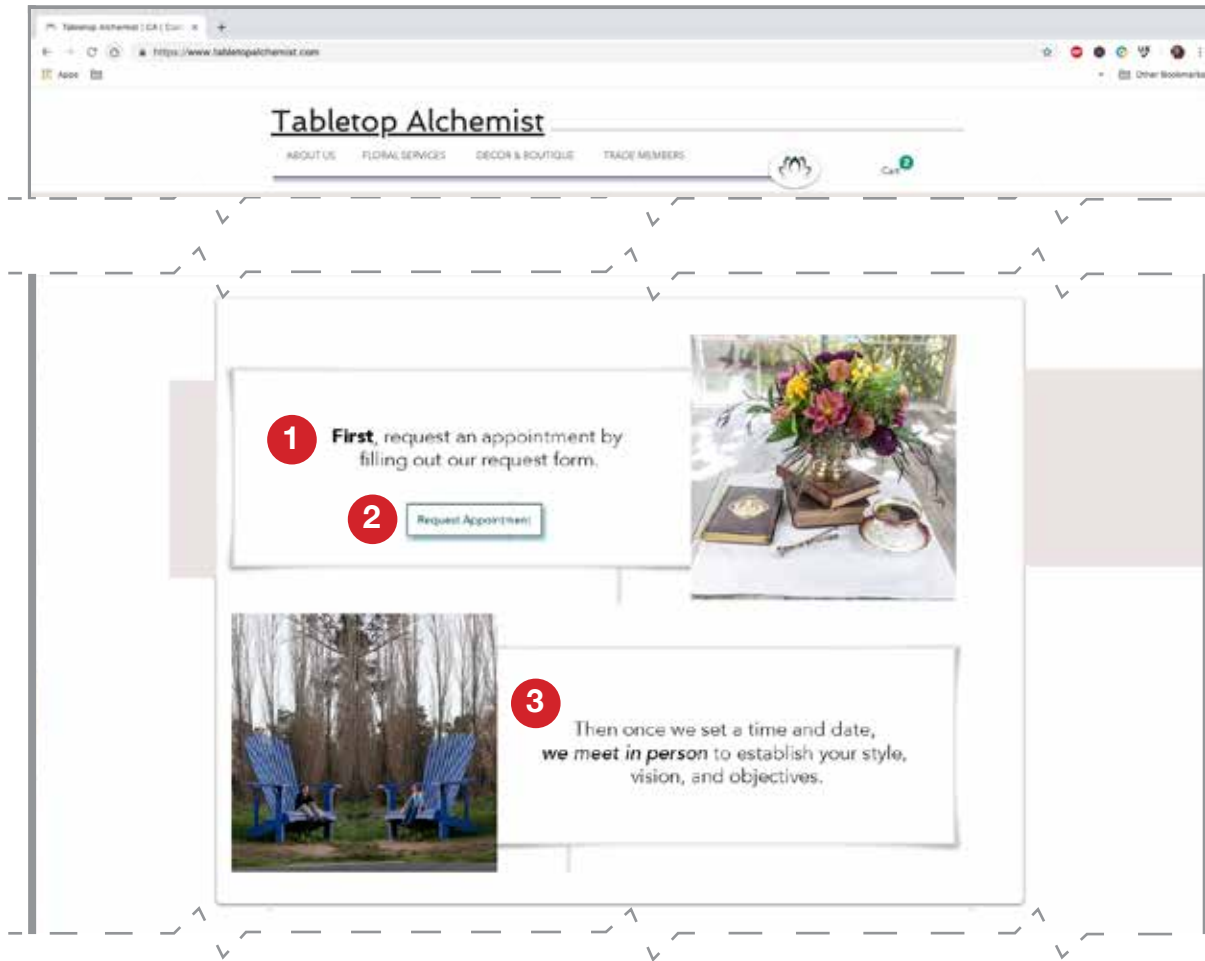
- 1 -Headline to set expectations and invite user to develop feelings and ideas toward floral arrangements.
- 2 -Paragraph to build user trust of company's expectations.



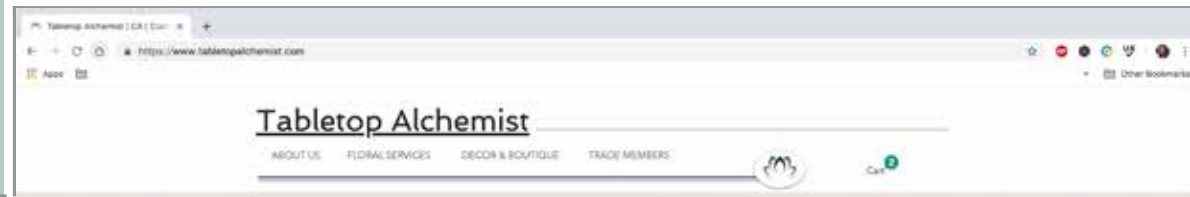
## New Floral Services Page:

### Info Block 1

- 1 -Direction statement giving the user expectations on what to do to order flowers.
- 2 -Request Appointment box launches a pop-up/light box when clicked which enables users to enter data into a form requesting floral services.
- 3 -Informs the user what to expect after they submit their request form.







## New Floral Services Page:

### Info Block 2

- 1 -Links to Greenhouse page that lives in the About Us navigation menu. Greenhouse page will also have links to Request Appointment and see our work. This creates trust with the user.
- 2 -Links to Our Work page that lives in the main navigation menu. Our Work page will also have links to request appointment and Floral Services page.
- 3 -Request Appointment launches a pop-up/light box when clicked which enables users to enter data into a form requesting floral services.



We love supporting our local communities. Most of our flowers are grown and sourced locally.

1

See our Greenhouse



Arrangements will always be unique.

2

See our Work



We take care of the arrangements when their time is up, replacing them with a new fresh unique design!

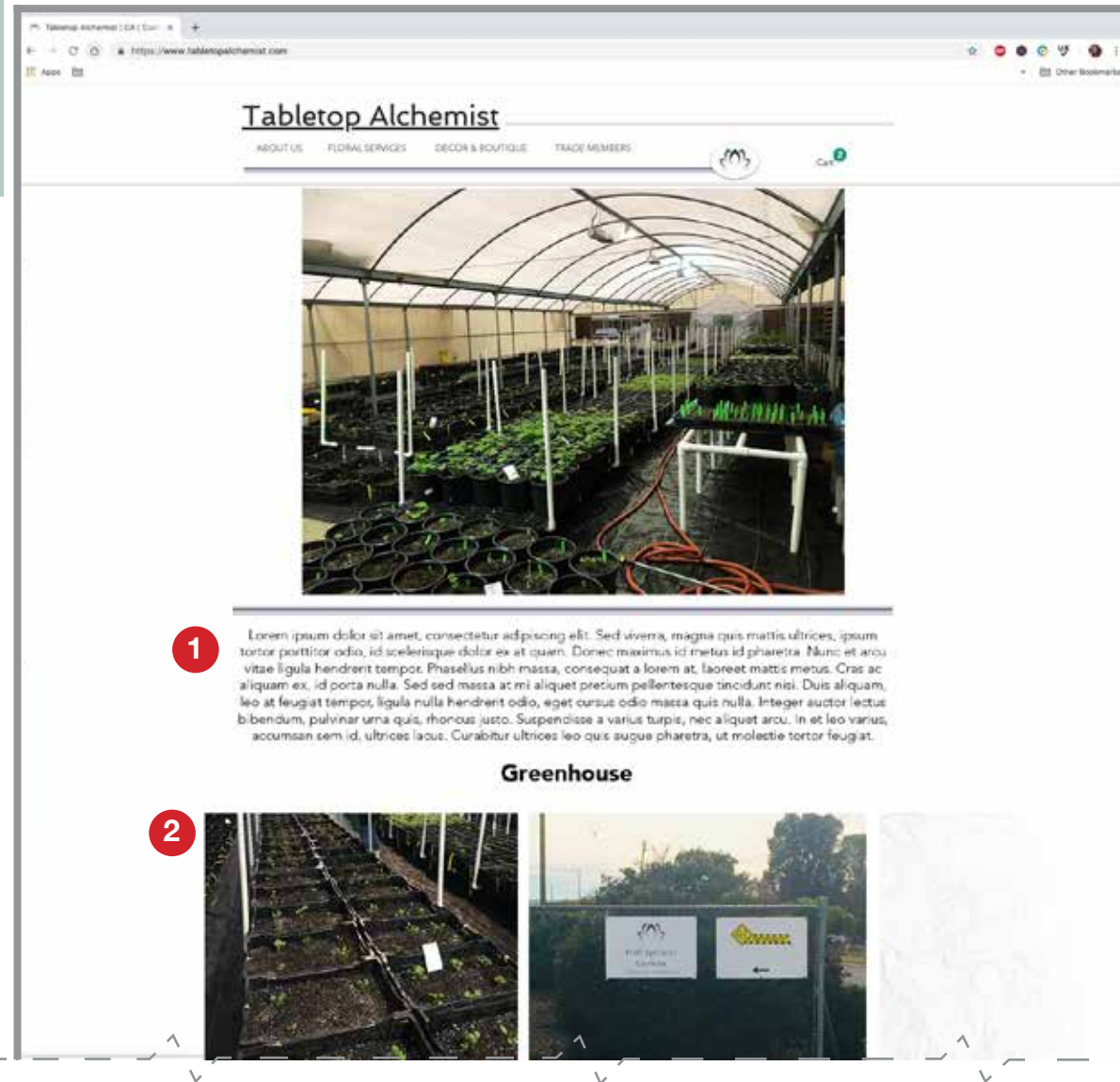
3

Request Appointment

## New Greenhouse Page:

### Greenhouse page

- 1 -Paragraph talking about the Greenhouse
- 2 -Image gallery follows the same template as Our Work page.



## Home/Landing Concept Full Page 5:

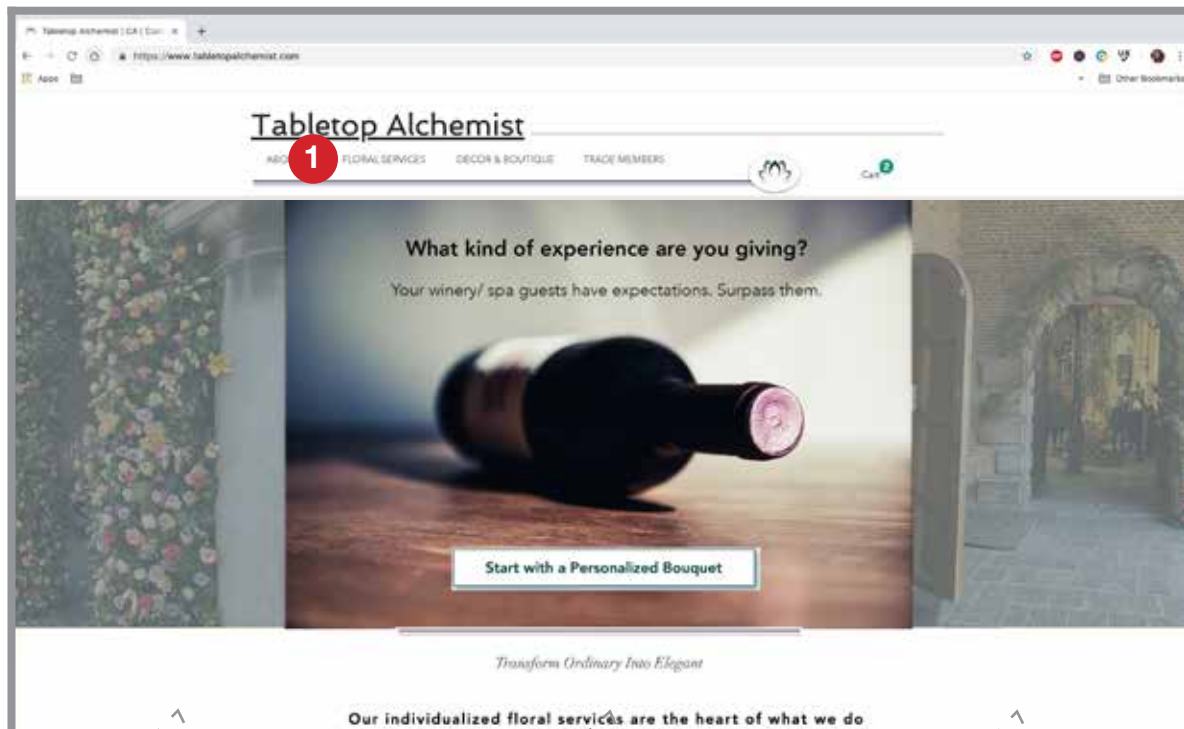


### User Nancy's Flow:

*Nancy (a new user) really likes a specific arrangement and wants the same one made each time.*

- 1 -Nancy finds herself on the home/ landing page, but since she wants something specific, she clicks on the Floral Services link in the navigation bar.
- 2 -She scrolls down a little and sees the bold lettering and clear directions. She clicks the Request Appointment call to action button.

***A Pop-up/Lightbox is generated by the click.***



## Personalized Consultation Appointment

Introduce yourself,  
and let's set up your **FREE** in person consultation.

Consultation will be conducted in person to establish the best stylized and personal arrangements to complement your business goals and needs.

3

Your name and title \*

Email \*

Business name \*

Phone \*

Business address \*

Brief us on your business goals so we can help you achieve them

4

Request Appointment

## Home/Landing Concept Full Page 5:



### User Nancy's Flow *(continued)*:

*Nancy (a new user) really likes a specific arrangement and wants the same one made each time.*

3

-Nancy fills out the form and asks if the florist can make a consistent bouquet year round, she has a specific style in mind.

4

-She presses the button and awaits her reply from the florist.

5

***-The florist gets back to her within 24 hours. The florist thinks she can help.***

6

***-They set a time and a day and then meet in person.***



## Home/Landing Concept Full Page 5:



### User Nancy's Flow *(continued)*:

Nancy (a new user) really likes a specific arrangement and wants the same one made each time.

- 7 -Nancy decides to become a member!
- 8 -The florist then directs her to go to the trade members page and create an account which the florist will confirm and accept.
- 9 -Nancy clicks the Log in/Sign up button
- 10 -Wix launches a window to set up a new account.

The screenshot shows the 'Tabletop Alchemist' website. The navigation bar includes 'ABOUT US', 'FLORAL SERVICES', 'DECOR & BOUTIQUE', and 'TRADE MEMBERS'. A red circle with the number 9 highlights the 'Log In/Sign up' button in the top right corner. The main content area features a 'Trade Services' section with text about special lending services, a list of items (silver pieces, vases, crystal, etc.), and a 'Request Appointment' button. A red circle with the number 10 highlights a 'Log In' modal window that appears below the main content. The modal includes a 'New to this site? Sign Up' link, fields for 'Email' and 'Password', a 'Remember Me' checkbox, a 'Forgot password?' link, and a 'Log In' button.

## Home/Landing Concept Full Page 5:



### User Nancy's Flow *(continued)*:

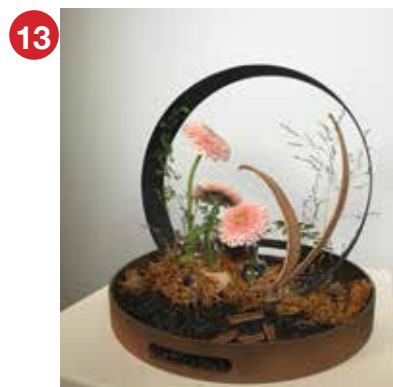
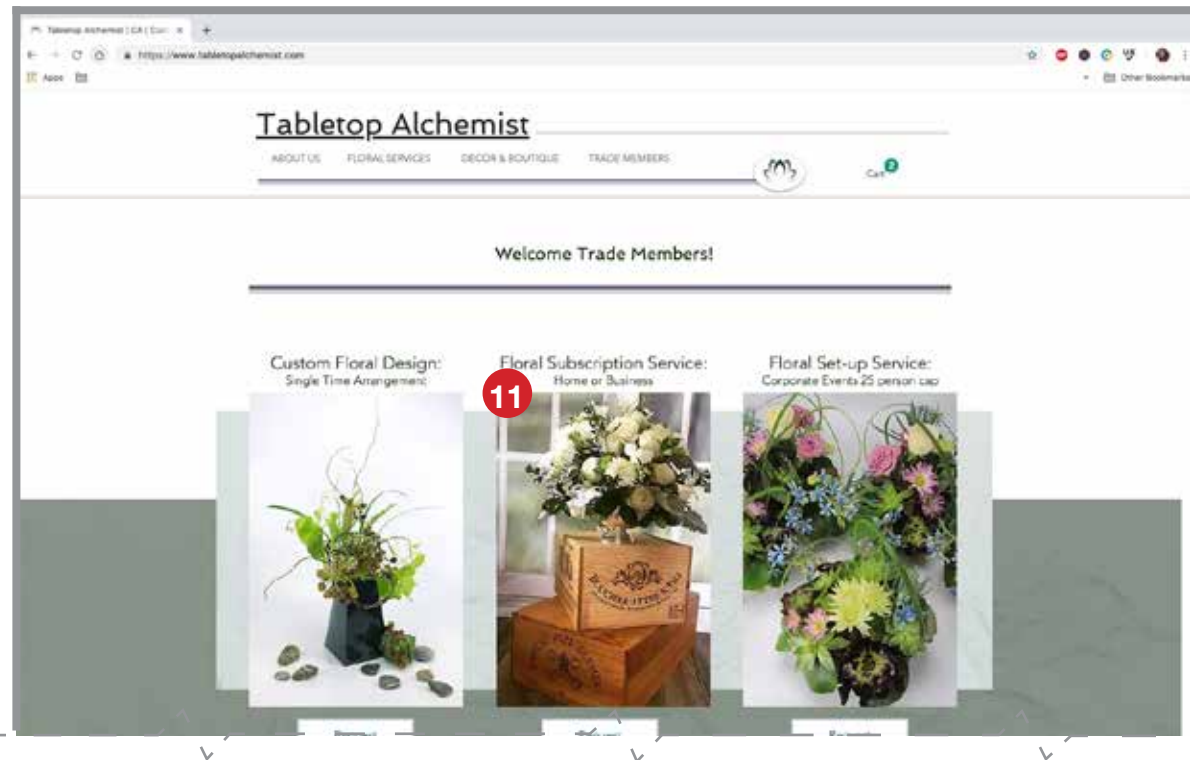
*Nancy (a new user) really likes a specific arrangement and wants the same one made each time.*

**11** -Nancy clicks on the Floral Subscription Service and pays for her bouquet.

**12** -*Florist makes the bouquet.*

**13** -*Finished flowers are delivered or picked up as was agreed on previously.*

*Nancy is now a happy customer.*



## Home/Landing Concept Full Page 5:

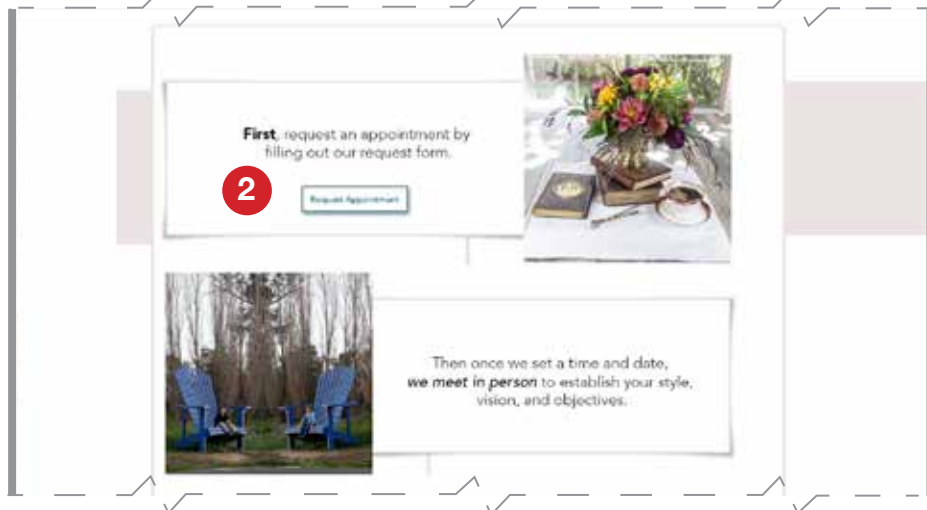
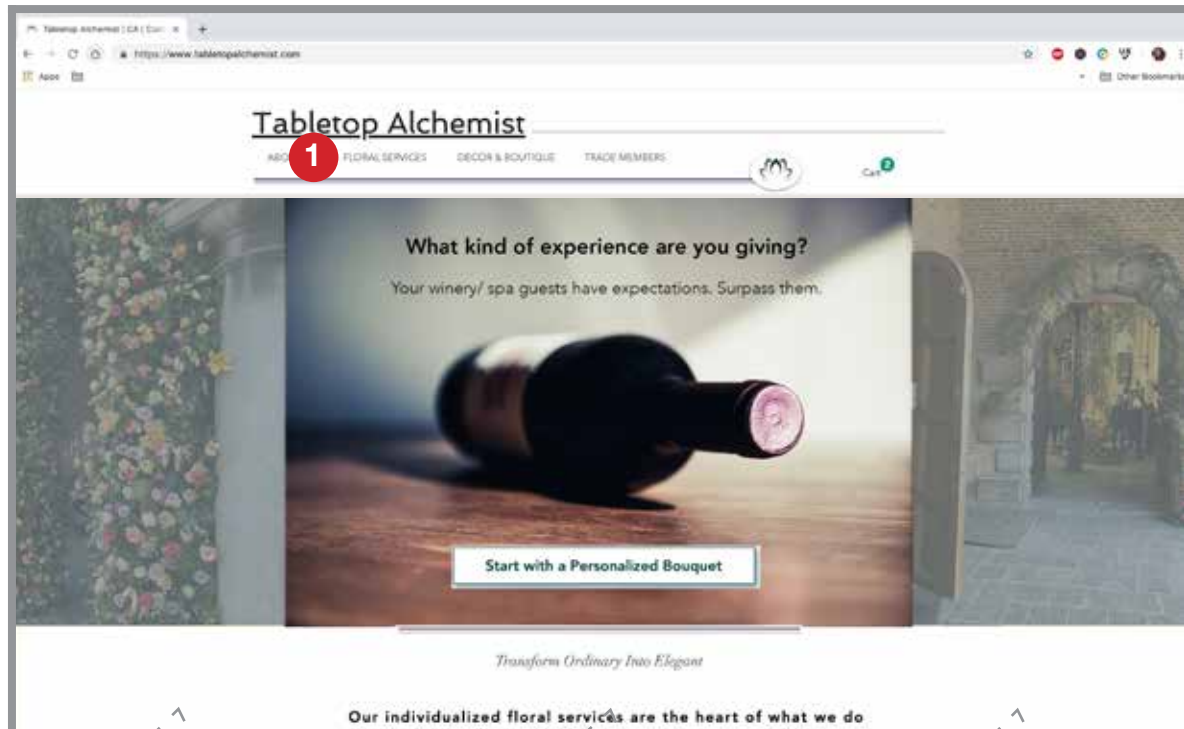


### User Mark's Flow:

*Mark (a new user) feels his customers made fun of his flowers from Trader Joes. He wants to step it up a notch.*

- 1 -Mark arrives on the site and after clicking through a few pages, decides to give this company a shot. He clicks on the Floral Services link in the navigation menu.
- 2 -He scrolls down a little and sees the bold lettering and clear directions. He clicks the Request Appointment call to action button.

***A Pop-up/Lightbox is generated by the click.***



## Personalized Consultation Appointment



Introduce yourself,  
and let's set up your **FREE** in person consultation.

Consultation will be conducted in person to establish the best stylized and personal arrangements to complement your business goals and needs.

3

Your name and title \*

Email \*

Business name \*

Phone \*

Business address \*

Brief us on your business goals so we can help you achieve them

4

Request Appointment

## Home/Landing Concept Full Page 5:



### User Mark's Flow *(continued)*:

*Mark (a new user) feels his customers made fun of his flowers from Trader Joes. He wants to step it up a notch.*

3

-Mark fills out the form and asks if the florist can make something nice for his winery.

4

-He presses the button and awaits his reply from the florist.

5

***-The florist gets back to him within 24 hours. The florist thinks she can help.***

6

***-They set a time and a day and then meet in person.***



9



## Home/Landing Concept Full Page 5:



### User Mark's Flow *(continued)*:

*Mark (a new user) feels his customers made fun of his flowers from Trader Joes. He wants to step it up a notch.*

- 7** -Mark decides not to become a member at this time and pays for the flowers in person.
- 8** -Florist makes the bouquet.
- 9** -Finished flowers are delivered or picked up as was agreed on previously.

*Mark is now a happy customer and thinking he may use the services again.*



## Home/Landing Concept Full Page 5:

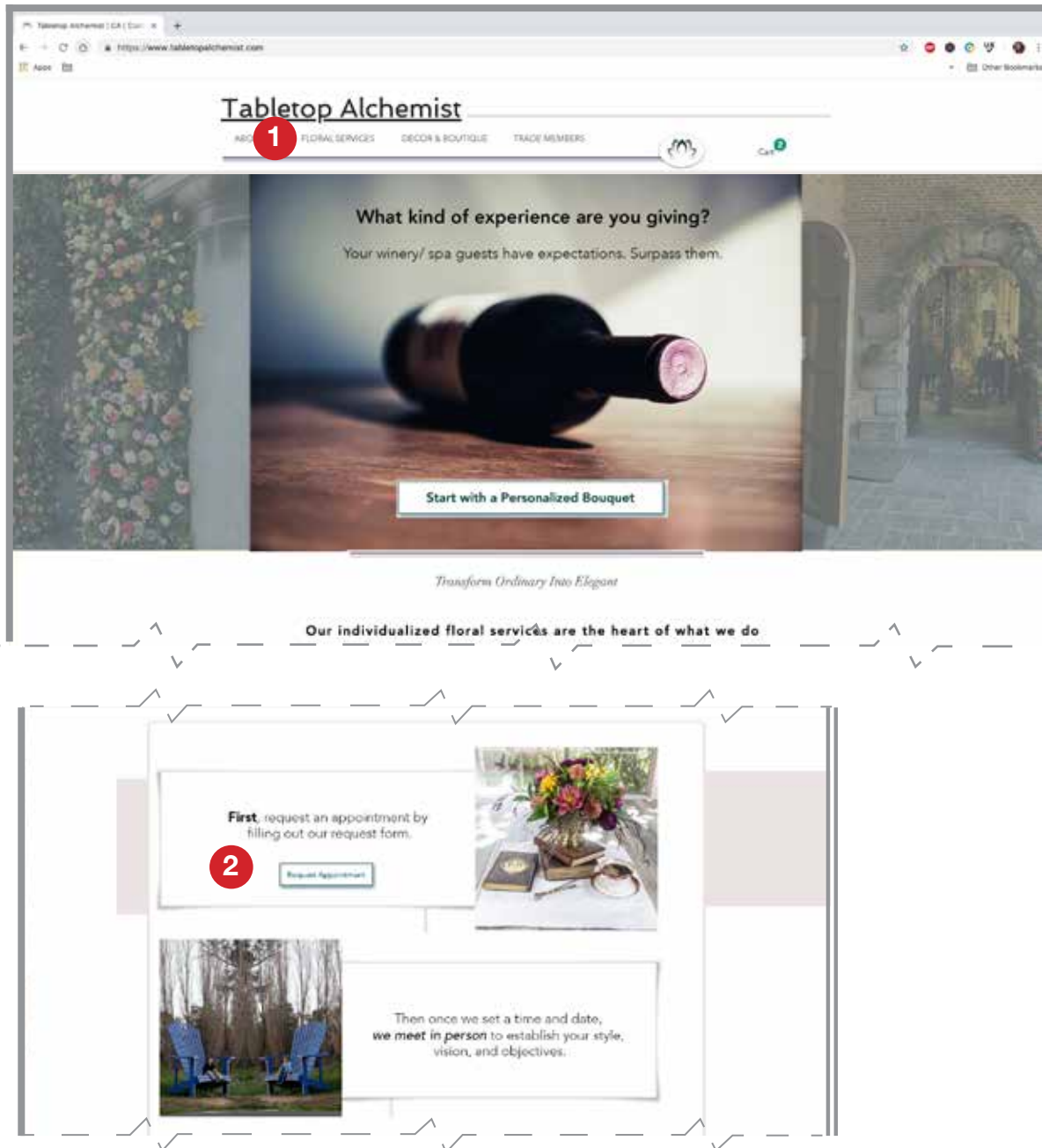


### User Allison's Flow:

*Allison (Works at a direct competitor florist) Heard Tabletop Alchemist has a greenhouse and wants to buy flowers directly from the greenhouse.*

- 1 -Allison finds herself on the home/ landing page, but since she wants something specific, she clicks on the Floral Services link in the navigation bar.
- 2 -She scrolls down a little and sees the bold lettering and clear directions. She clicks the Request Appointment call to action button.

***A Pop-up/Lightbox is generated by the click.***



## Personalized Consultation Appointment

Introduce yourself,  
and let's set up your **FREE** in person consultation.

Consultation will be conducted in person to establish the  
best stylized and personal arrangements to complement your  
business goals and needs.

3

Your name and title \*

Email \*

Business name \*

Phone \*

Business address \*

Brief us on your business goals so we can help you achieve  
them

Request Appointment

## Home/Landing Concept Full Page 5:



### User Allison's Flow *(continued)*:

*Allison (Works at a direct competitor florist) Heard Tabletop Alchemist has a greenhouse and wants to buy flowers directly from the greenhouse.*

3

-Allison sees the form and doesn't think this is what she wants, so she goes searching the website to see if there is anything specific for the greenhouse.



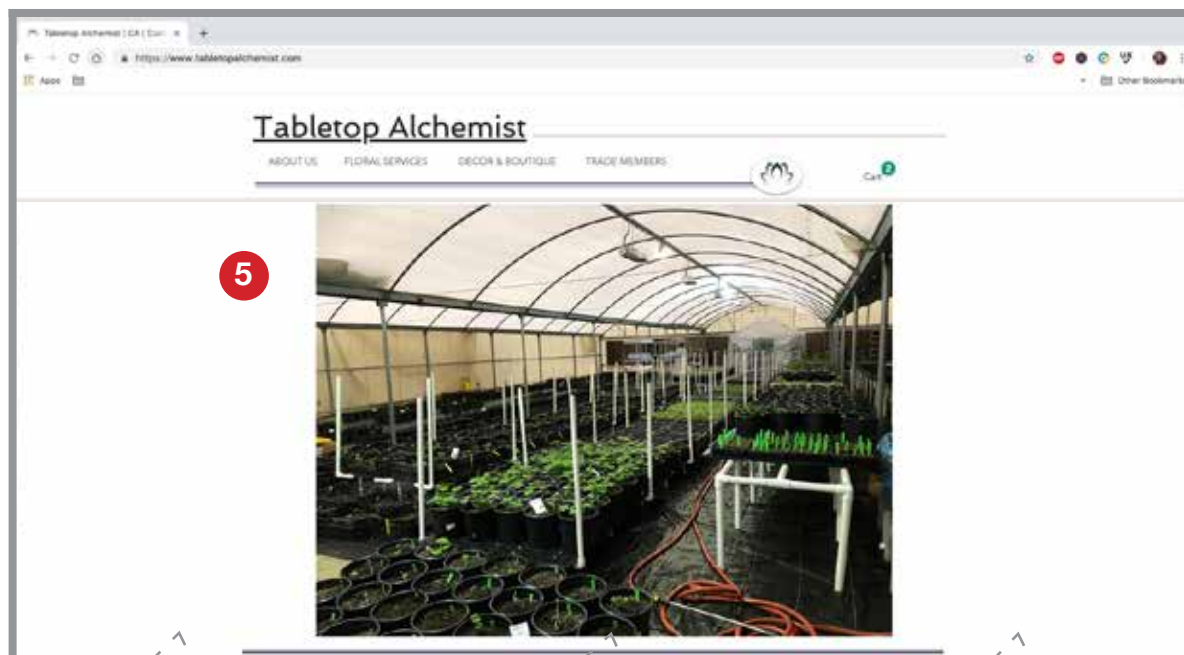
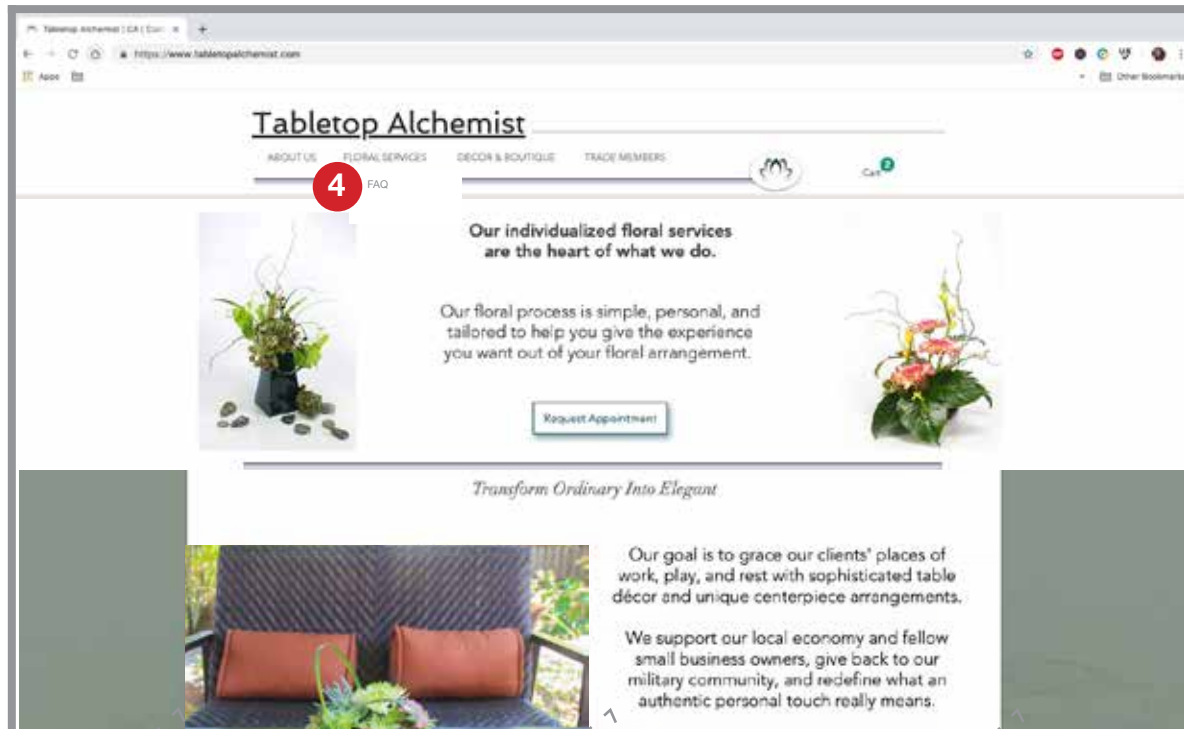
## Home/Landing Concept Full Page 5:



### User Allison's Flow *(continued)*:

*Allison (Works at a direct competitor florist) Heard Tabletop Alchemist has a greenhouse and wants to buy flowers directly from the greenhouse.*

- 4 -She checks out the FAQ page and sees that there is a page dedicated to the greenhouse.
- 5 -She scrolls down the greenhouse page and sees a link that sends her back to the Floral Services page with the link that generates the pop-up that she saw in her step 3 of this flow.





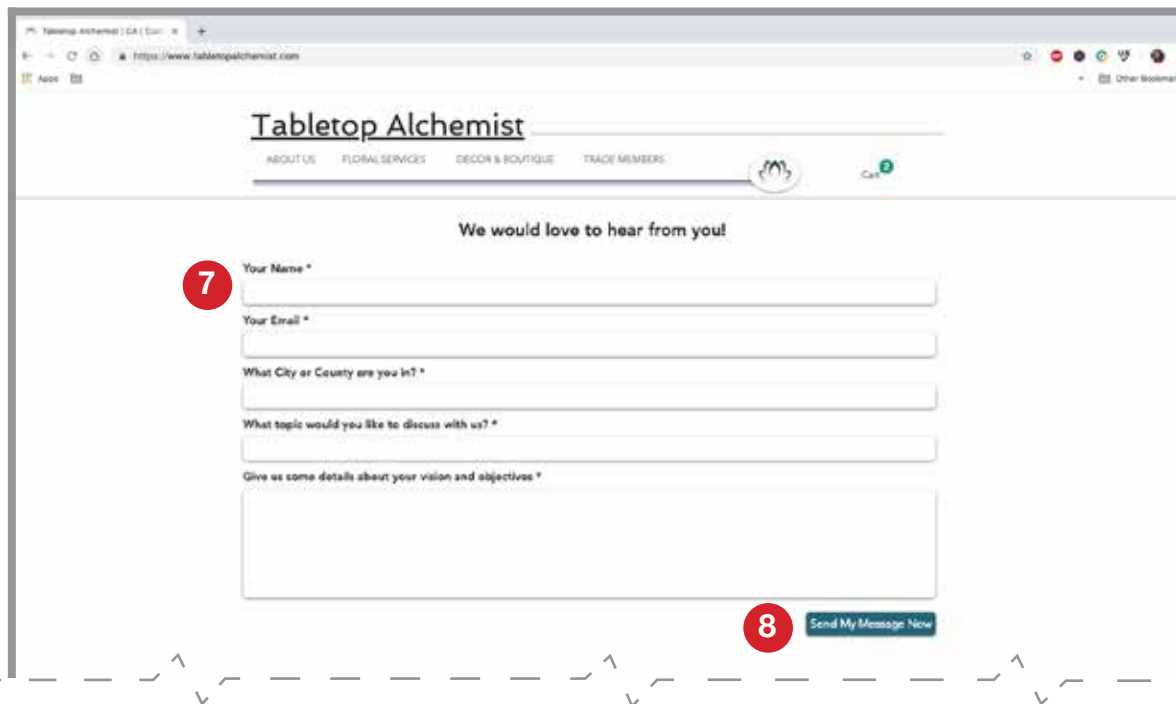
## Home/Landing Concept Full Page 5:



### User Allison's Flow *(continued)*:

*Allison (Works at a direct competitor florist) Heard Tabletop Alchemist has a greenhouse and wants to buy flowers directly from the greenhouse.*

- 6 -Feeling a little confused and frustrated, she seeks out the Contact Us link in the footer.
- 7 -She fills out the information requested in the form and expresses her frustration with not being able to find a way to order flowers directly from Tabletop Alchemist's greenhouse.
- 8 -She presses the button and awaits her reply from the florist.
- 9 -***The florist gets back to her within 24 hours.***



## Home/Landing Concept Full Page 5:



### User Allison's Flow *(continued)*:

*Allison (Works at a direct competitor florist) Heard Tabletop Alchemist has a greenhouse and wants to buy flowers directly from the greenhouse.*

- 10** -The florist asks Allison if she is OK with receiving the flowers from the greenhouse in a pre-arranged bouquet, restrictions on redistribution would apply.
- 11** -Allison is not interested in receiving the flowers in a pre-arranged bouquet. She wants the flowers in bulk.
- 12** -The florist then refers Allison to Pacific West Flowers and other bulk floral providers that Tabletop Alchemist is working with.
- 13** -Allison contacts those businesses and is able to get the flowers that she was hoping to get.
- 14** -Allison is a happy florist with positive feelings towards Tabletop Alchemist and their other business partners.



## Home/Landing Concept Full Page 5:

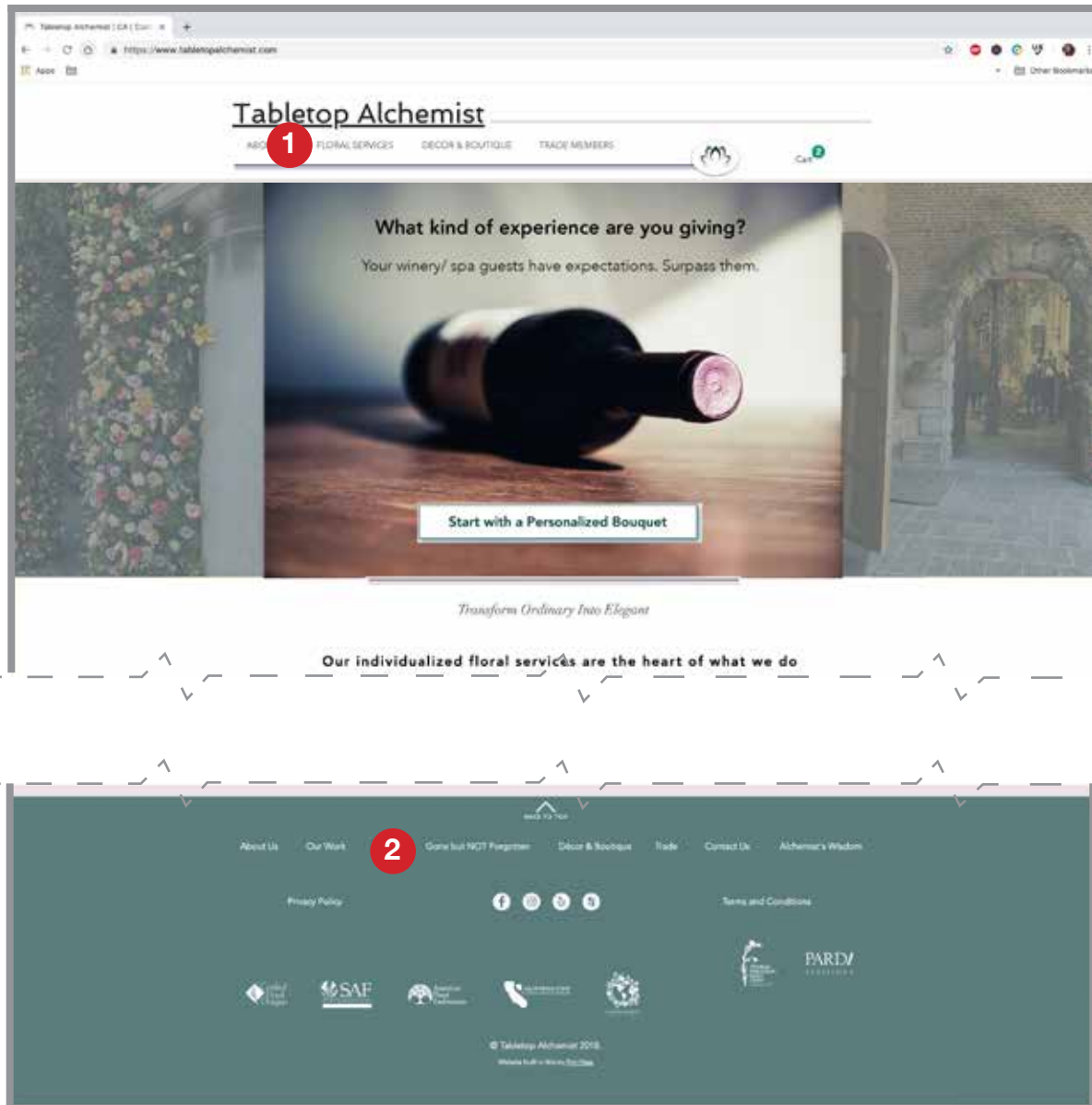


### User Kate's Flow:

*Kate (a local resident) heard of Tabletop Alchemist's "Gone but NOT Forgotten" floral program. She wants to participate.*

**1** -Kate finds herself on the home/ landing page, but since she wants something specific, she clicks on the Floral Services link in the navigation bar.

**2** -She doesn't see anything mentioning the program she is looking for on that page. She does see a direct link to it in the websites footer.



## Home/Landing Concept Full Page 5:

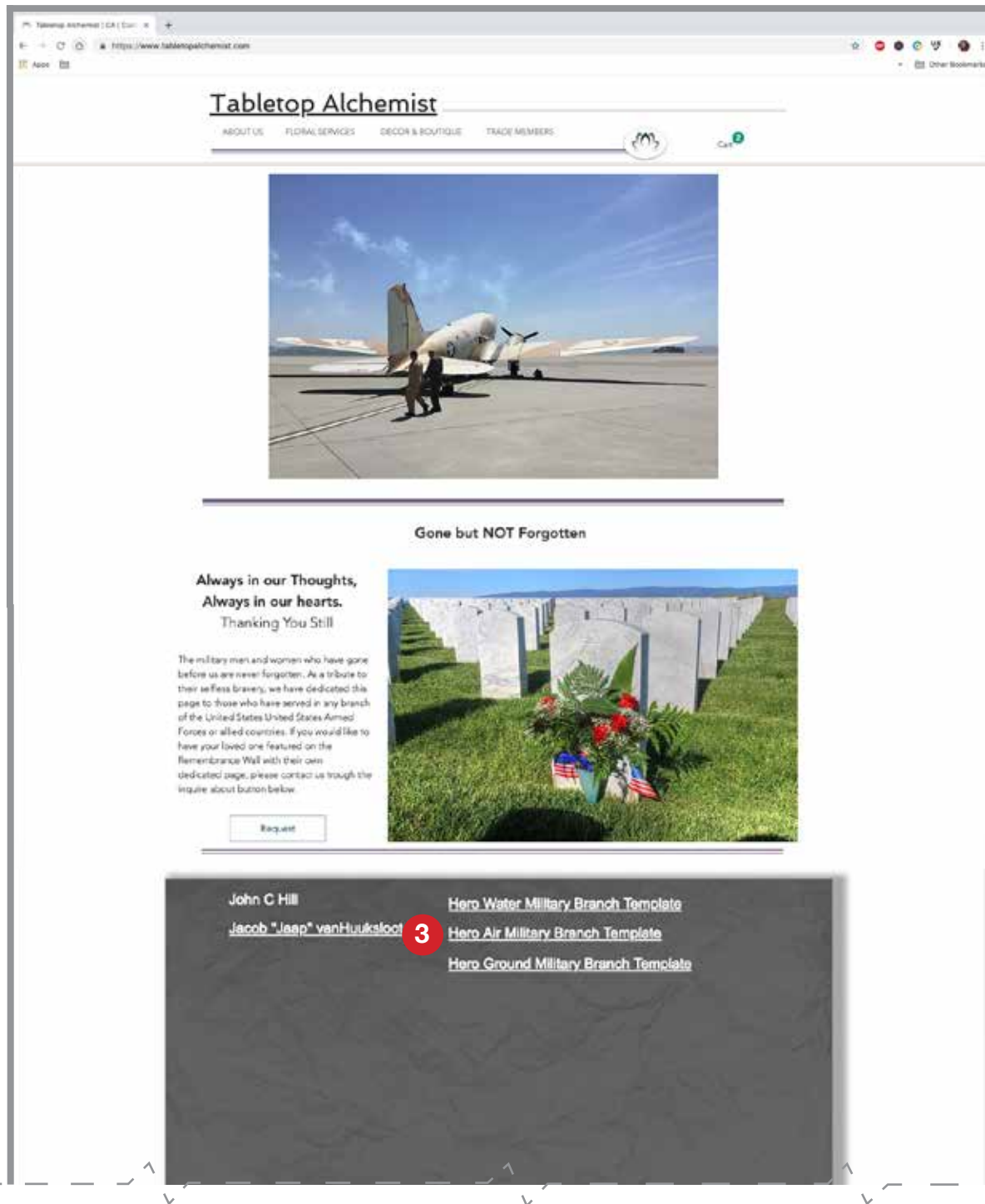


### User Kate's Flow *(continued)*:

*Kate (a local resident) heard of Tabletop Alchemist's "Gone but NOT Forgotten" floral program. She wants to participate.*

3

-Kate checks out the page and sees the Hero Air Military Branch Template. She clicks to check it out.





## Home/Landing Concept Full Page 5:

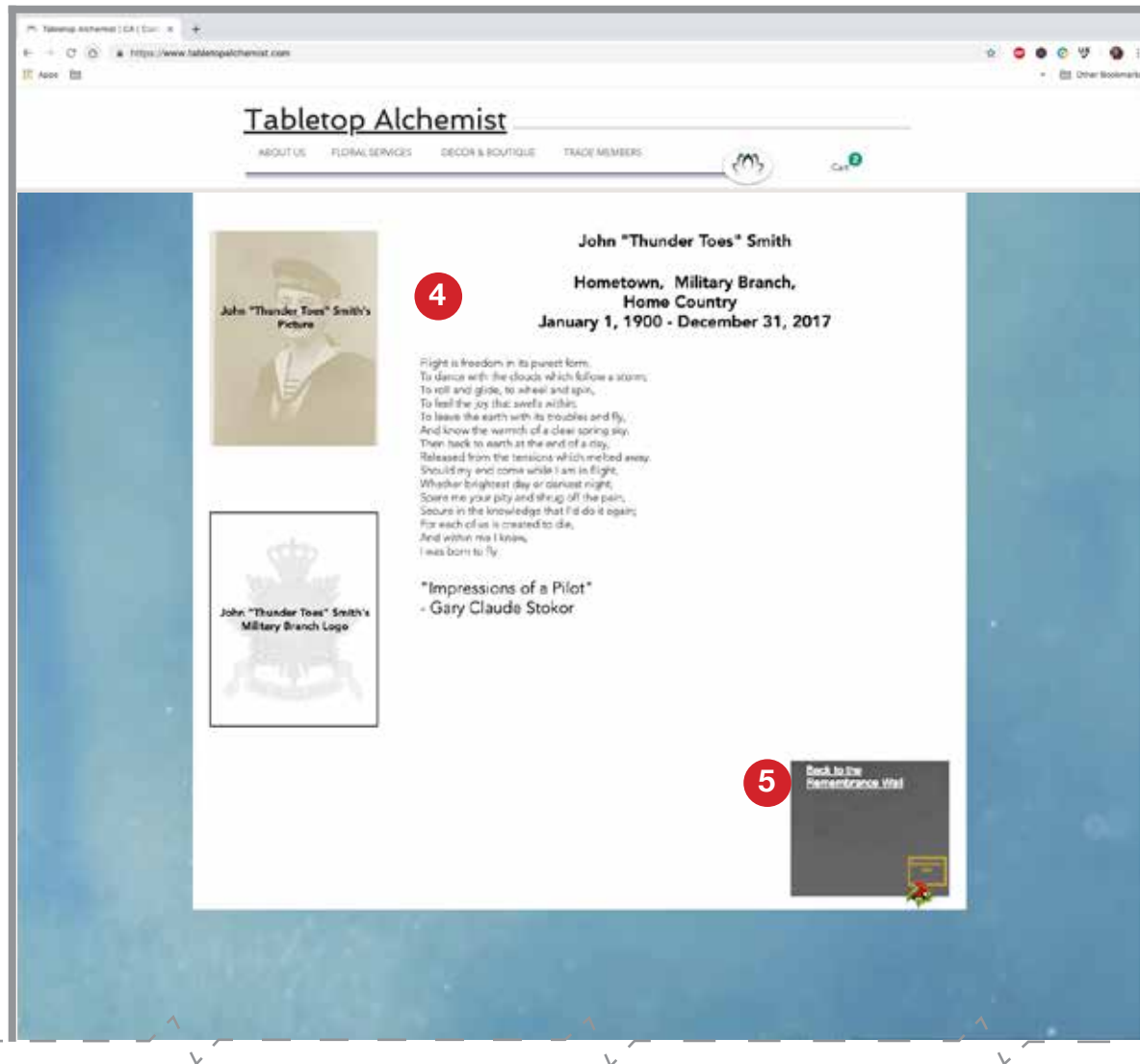


### User Kate's Flow *(continued)*:

*Kate (a local resident) heard of Tabletop Alchemist's "Gone but NOT Forgotten" floral program. She wants to participate.*

**4** -Kate sees the template and decides she wants to honor her brother with one as well as get flowers sent to his local resting place near the Travis Air force base he was stationed at.

**5** -She clicks the link back to the main page.



## Home/Landing Concept Full Page 5:

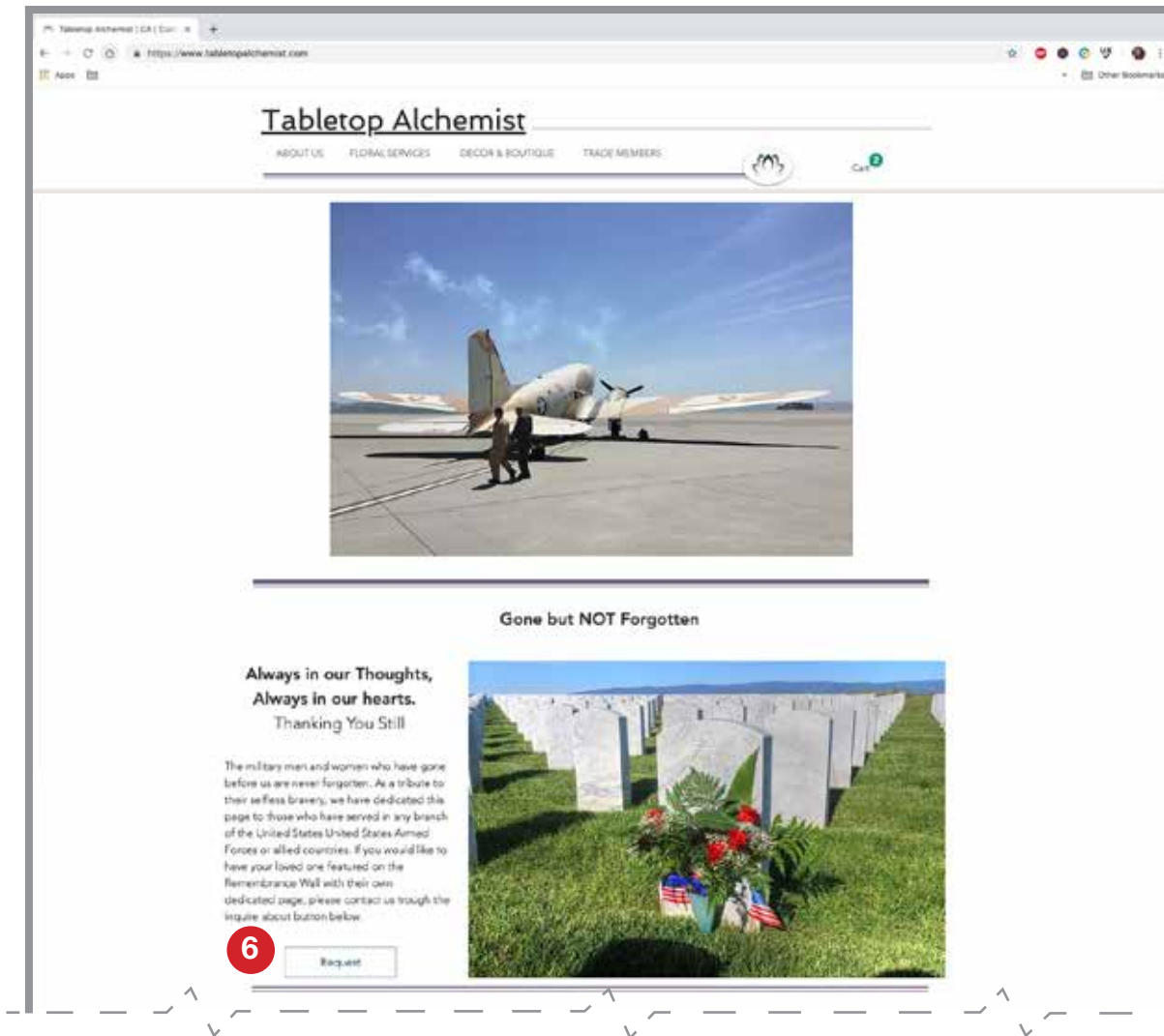


### User Kate's Flow *(continued)*:

*Kate (a local resident) heard of Tabletop Alchemist's "Gone but NOT Forgotten" floral program. She wants to participate.*

6

-Kate then clicks the request button to see if she can get flowers for her brother and get his name on the wall.



## Home/Landing Concept Full Page 5:



### User Kate's Flow *(continued)*:

*Kate (a local resident) heard of Tabletop Alchemist's "Gone but NOT Forgotten" floral program. She wants to participate.*

- 7** -Kate fills out the requested info and presses the request bouquet button and awaits for a reply.
- 8** -***The florist gets back to her within 24 hours with a thank you and condolences. The florist asks if she wants to honor the hero on the websites wall to send their story and pictures via email.***



**Gone but NOT Forgotten**

We honor our fallen military personnel  
of all military branches with respectful  
bouquets upon request.

7

Your name \*

Your email \*

Address of fallen's final resting place \*

Name of fallen and military branch \*

\*This service is currently limited\*

Request Bouquet

## Home/Landing Concept Full Page 5:



### User Kate's Flow *(continued)*:

*Kate (a local resident) heard of Tabletop Alchemist's "Gone but NOT Forgotten" floral program. She wants to participate.*

- 7** -Kate sends her brothers story and picture to the florist in a email as requested.
- 8** -**Florist makes the bouquet.**
- 9** -**Florist sends picture of the floral arrangement on grave site to Kate and lets her know when her brother's page is up on the site with a link to it.**
- 10** -**Kate is so pleased with this that she recommends the service to others.** 🕶️





## Summary and conclusion:

For **the Landing/Home page**, some testing will need to be done to see what will be the more effective layout and image support. Testing will also need to be done to see how much information on that page doesn't over or underwhelm the users visiting the site. I personally do feel that full page concept 5 has a promising mix combined with the above the fold concept 2.

The **Floral Services** full page concept I believe will also be more effective as it gives more information and clearer directions than the previous version of the page. Again testing will need to be done to assess the effectiveness of the new layout to ensure its desired success conversion rates.

With the **User flows**, I chose for different scenarios of why users may visit the site for the first time and the experience they would have with the site.

The first flow was **Nancy**, who does commit to the service. Most of the process feels like it should convey the trust and reliability that a user would expect with starting up a new service that is person to person based. Where the flow gets a little mangled is when Nancy decides to become a member and she needs to create an account for the first time and pay.

The **first recommendation** would be that the florist sits with Nancy and they create the account together. This will ease the user and ensure that the user doesn't forget to create the account or that too much time passes and the florist forgets that she has already verbally approved this membership.

**Second recommendation** would be to have the first payment conducted through square in person, so that the first transaction goes smoothly.

**Mark, the second user flow**, had the easiest path of all. I anticipate a majority of users will follow Mark's flow until they are instructed to create an account after a few times of ordering flowers following this flow.

**Allison's flow** is intentionally the most frustrating to thwart competitors from undermining the services and procedures of Tabletop Alchemists operations. Tabletop Alchemist will not prohibit the competition from using flowers grown by Tabletop Alchemist, but they will have to go through a third party to obtain these flowers if they do not want them in a pre-arranged bouquet that the competitive florist must give credit to Tabletop Alchemist if they are wanting to distribute the flowers in arrangements. Thus the competitive florist becomes a distributor of Tabletop Alchemist's in tact floral services.

**Kate's flow** is the most emotionally rewarding and doesn't require a whole lot of the users interaction and is the only floral service that does not require an in person meeting. This flow however is heavily reliant on the florist not dropping the ball when it comes to making arrangements with leftover flowers, setting up hero pages, and communication with the user when services are completed.